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Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

Janaury, 1918

The MacLean Publishing Company, Limited
Toronto : Montreal : Winnipeg

We're specialists in

Black Inks

We are the only manufacturers of the famous Non-Offsetting Halftone Black.

Our Blacks dry with a lustre.

Have you used our **Victory** Black? This ink dries at once and you can back up a form immediately.

"Used in Canada wherever Good Printing is done"

THE

DOMINION PRINTING INK

AND COLOR COMPANY, LIMITED

128-130 PEARS' AVENUE - - TORONTO, CANADA

Stocked and Sold by

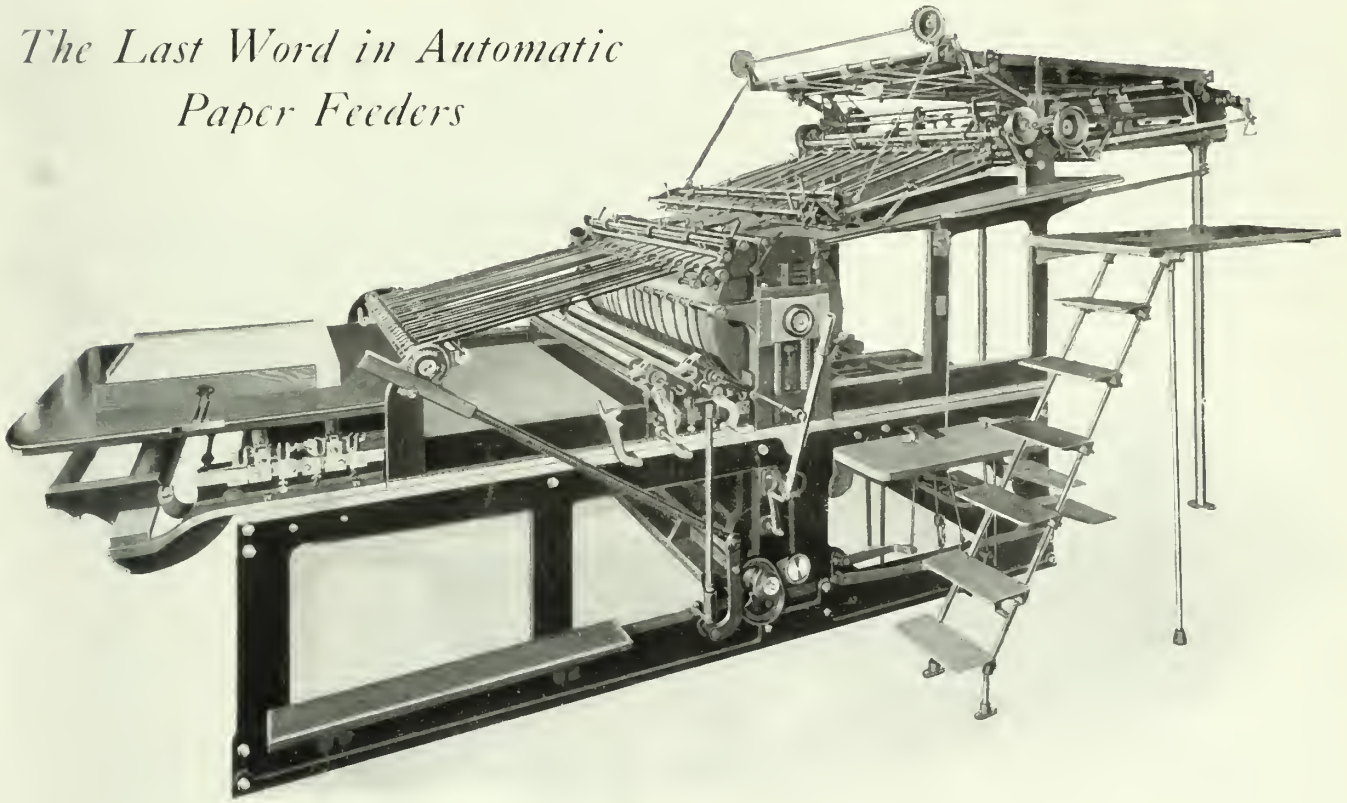
John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Chas. H. Tice,
Manager for Eastern Canada
128 Bleury St., MONTREAL Phone Main, 5124

"CAMCO"

Continuous Sheet Feeder

The Last Word in Automatic Paper Feeders



—To vary the timing of the sheet delivery according to stock, a simple adjustment of one cam only is necessary.

—Turn a lever to run back Camco Feeder preceding hand feeding. No parts to remove and hang on the wall.

—Smoother sticks may be raised; this allows instant removal of sheets without tearing them.

—Turn a crank to raise layboard evenly and without affecting register and adjustments. A one-man operation.

—Two side register gauges are supplied, thereby obviating the necessity of removing a gauge mechanism from one side to the other.

—By the use of tapes, accurately controlled, the sheet is under positive control to the gripper edge.

—By use of the layboard, we remove the irksome operation at each change of size of sheet, of adjusting a large number of sticks. The board also allows the pressman to feed very thin sheets more accurately, by eliminating the sag of the sheet when resting on sticks.

—By our having the trip and switch in a combined mechanism we eliminate one operation, that of throwing the switch in by hand. Furthermore, the switch is less dangerous in this position.

—The layboard tapes, by always running in the same direction, eliminate the necessity of a pulling mechanism to obtain accurate front register.

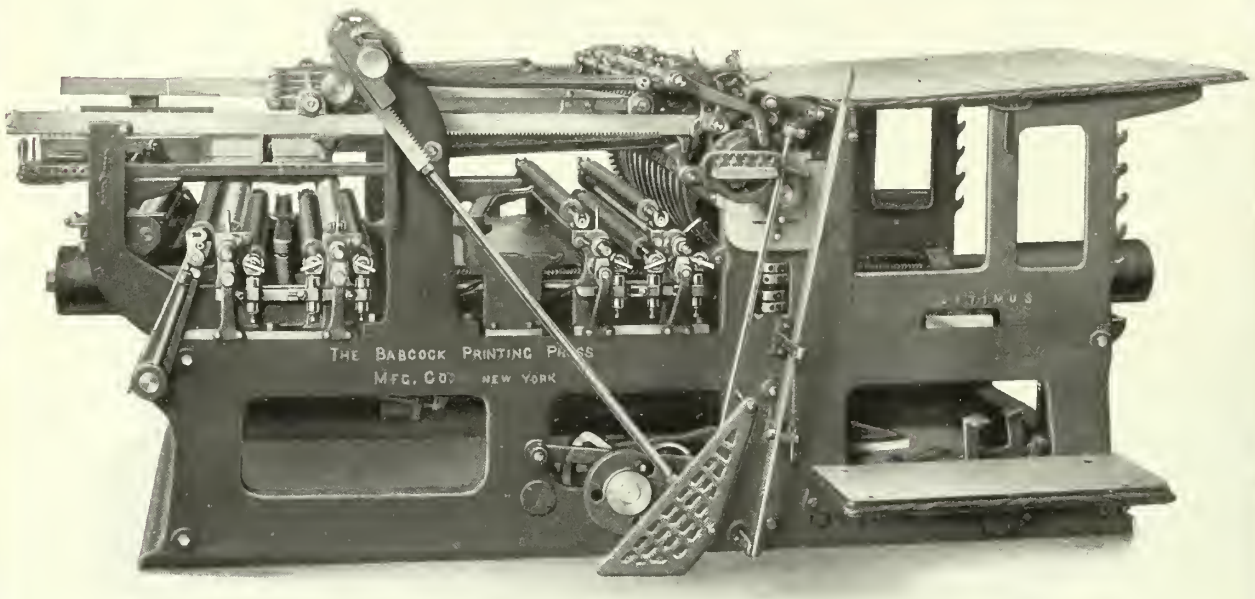
—By the use of the roller chain we obtain silent and smooth running of the Camco.

Manufactured and sold by

The Toronto Type Foundry Company, Limited

Branches — Montreal, Winnipeg, Regina

The Babcock "Optimus"



STYLE No. 43

The Babcock "Optimus"

whether large or small—two, three or four roller—embodies every requisite for fine half-tone and color work and for rapid, commercial printing. No other flat beds are so universally equipped with time and labor-saving devices.

The Babcock "Optimus"

is built in ten sizes. Prints all sizes of paper, from a postal card to a sheet 42 x 62. Handles all qualities of paper, from cardboard to tissue, without change in adjustment.

Our No. 43 runs easily and quietly at 2500 per hour. All Pony sizes are built with the same painstaking intelligence that characterizes our large machines. They have never been equalled in printing small forms, with big profits.

See the "OPTIMUS" at work.

Our Best Advertisements Are Not Printed—THEY PRINT

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Miller & Richard, General Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba

THE LATEST ACHIEVEMENT

NEW MODEL TWENTIETH CENTURY LOW-TYPE UNIT PRESS

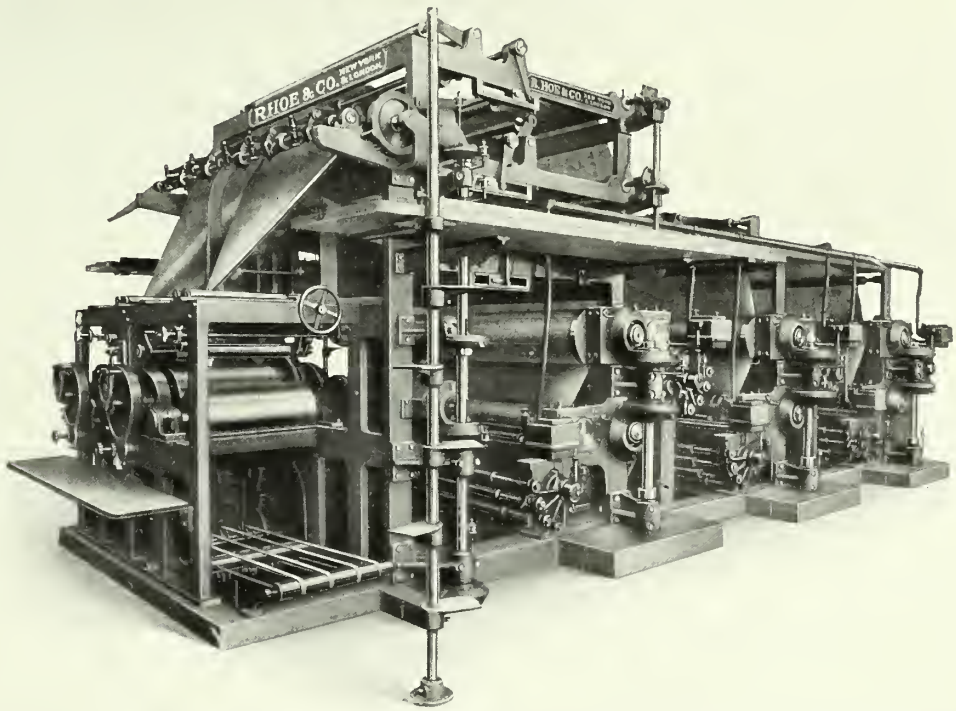
The Speediest and Most Efficient Newspaper Press Made

GUARANTEED RUNNING SPEED AS SEXTUPLE

80,000 Twelve Pages, or 40,000 Twenty-Four Pages, Per Hour.

ACTUAL NET PRODUCTION, TAKEN FROM OPERATING RECORDS

50,000 to 60,000 Twelve Pages, or 25,000 to 30,000 Twenty-Four Pages, Per Hour, *All Well Printed Papers.*



Two Sextuples of this type are now used by The New York Times and a third one is now in course of construction for the same paper. Five are used by The New York Sun and four by The Philadelphia Public Ledger.

NEW AND DISTINCTIVE FEATURES

Improved Ink Distribution and Patented Ink Pumps, Doing Away with Ink Fountains and Ductor Rollers; New Design Plate and Impression Cylinders with Special Bearings, Reducing Operating Power to the minimum; Cylinder and Main Gearing of New and Special Construction; Independent Vertical Driving Shafts for Each Printing Unit; Improved Folding Mechanism and Folder Drive; all parts readily accessible from floor; Extra Heavy and Rigid Construction throughout.

NET PRODUCTION IS WHAT COUNTS.
HOE PRESSES GIVE THE MAXIMUM.

R. HOE & COMPANY

504-520 GRAND STREET : : NEW YORK

BOSTON, MASS., 7 Water Street
CHICAGO, ILL., 544-546 South Clark Street
MONTREAL, CAN., 120 St. James Street
LONDON, S.E., ENG., 109-112 Borough Road

Some Recent

INTERTYPE

ORDERS

of interest to the trade:

Louisville (Ky.) Herald

10 Model B
1 Model C
3 Model C-s.m.
(with side magazine)

St. Louis Globe-Democrat

7 Model C-s.m.
(with side magazine)

Seattle (Wash.) Star

3 Model B
1 Model C
1 Model C-s.m.
(with side magazine)

Washington (D.C.) Post

3 Model B
(repeat order)

The Intertype *is a flexible machine, so simple and so well built that the more it is investigated by buyer, foreman and machinist, the stronger is their conviction that it is*

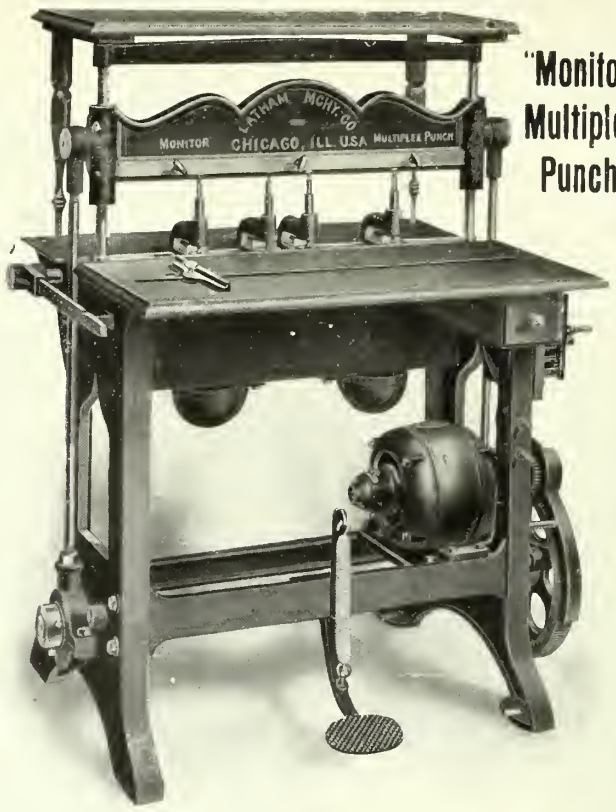
"The BETTER *Machine"*

INTERTYPE
CORPORATION

Executive Offices and Eastern Sales Department
50 COURT STREET, BROOKLYN, N.Y.

Canadian Agents

MILLER & RICHARD
TORONTO WINNIPEG



"Monitor" Multiplex Punch

H. J. LOGAN

SOLE AGENT 114 ADELAIDE STREET W., TORONTO

ELECTROTYPES

made from Electros, Stereos, Woodcuts, Zincs, Half-Tones, Brass Stamps, Etc. Out-of-town orders shipped same day as received. Work and service unequalled. Our new scale of prices and answers to enquiries by return mail.

Toronto Electrotype & Stereotype Company, Limited
111 Adelaide Street West, Toronto

L. D. 'Phone Adelaide 1638

TRAYTON BLABER, Manager

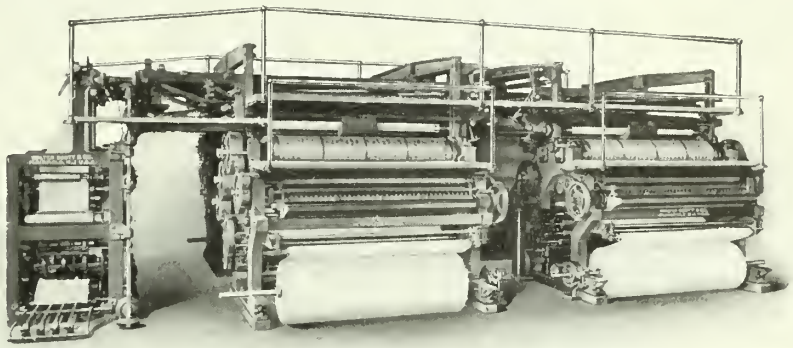
Exclusively— Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y. *Write*

The Scott Multi-Unit Newspaper Press

THE PRESS THAT LASTS A LIFETIME



No Other Newspaper Press Compares

with the Scott Multi-Unit Newspaper Press, as it is the only machine that will last a lifetime and has justly been called **"The greatest newspaper press ever built,"** and for flexibility, speed, accessibility, convenience of operation, economy of floor space and quality of construction, this press has no equal. It stands in a class by itself.

One of the Many Advantages

of this machine is that additional units can be added at any time without stopping press for a day or missing an edition. The Scott Multi-Unit system can be started with a single unit and one folder, and can be expanded to any desired extent. No matter what your requirements are now, or ever will be, the Scott Multi-Unit will fit them, without trading presses.

The Detroit News, Detroit, Michigan

before ordering presses for their new building, installed one of our Octuple Four-Unit Presses. After thoroughly testing it out they placed their order with us for twenty-four units. This plant has now been installed and is running every day. It is the finest laid out pressroom in the world and worthy of careful inspection by any publisher who contemplates increasing his plant.

TELL US YOUR REQUIREMENTS. WE HAVE THE PRESS

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

Main Office and Factory: Plainfield, New Jersey, U.S.A.

NEW YORK OFFICE:
1457 B oadway

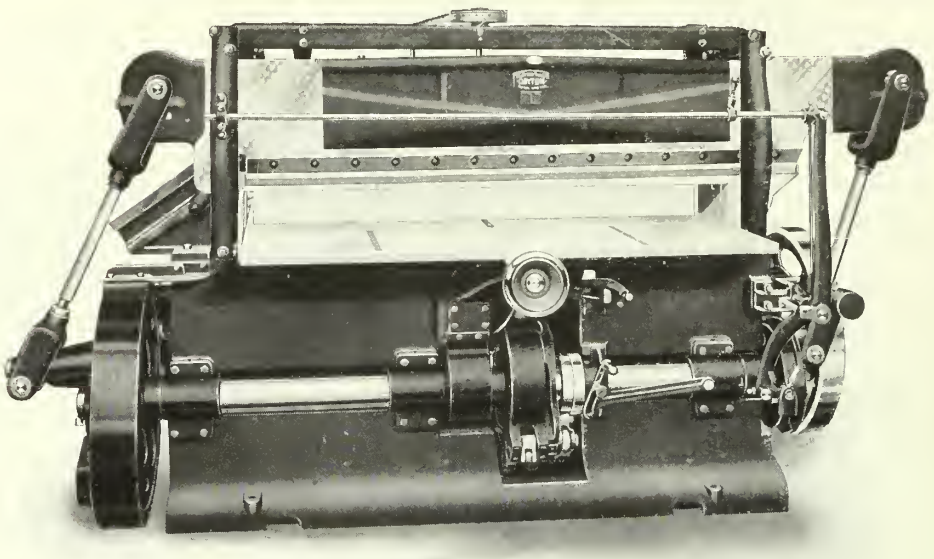
CHICAGO OFFICE:
Monadnock Block

CABLE ADDRESS: WALTSCOTT, NEW YORK
CODES USED: ABC (5TH EDITION) AND OUR OWN

The Seybold "DAYTON" Paper Cutters

Combine
Maximum
Efficiency
with
Simplicity of
Construction

Let us
send you
particulars



THE J. L. MORRISON CO., TORONTO

445-447 KING STREET WEST

Miller Feeders

and

Miller Saw-Trimmers

the two biggest profit producers for printers

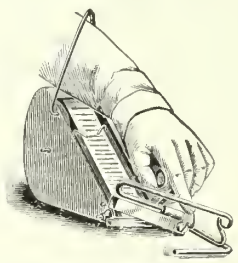
For descriptive matter
and prices ask

Toronto Type Foundry Co.

LIMITED

Toronto Montreal Winnipeg

Exclusive Dominion Selling Agents



THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

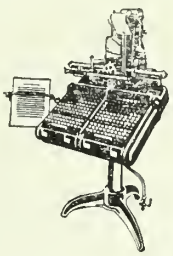
Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE

137 W. TUPPER ST. -:- BUFFALO, N.Y.

The Only
Complete Composing Room

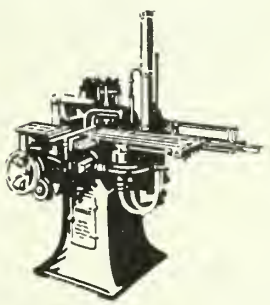
IS EQUIPPED WITH MONOTYPES:
THE ONLY COMPLETE MACHINE
for EVERY KIND *of* COMPOSITION



THESE PRINTERS USE
THE MONOTYPE

Robert L. Stillson Co., New York
Burke & Gregory, Norfolk
Martin B. Brown Printing and Binding Co., New York
The Roycrofters, East Aurora
Hugh Stephens Printing Co., Jefferson City
Edward Stern & Co., Philadelphia
Excelsior Printing Co., Chicago
R. R. Donnelley & Sons Co., Chicago
William Green New York
Wright & Potter Printing Co., Boston
Wm. F. Fell Co., Philadelphia
National Capital Press, Washington
Con. P. Curran Printing Co , St. Louis
H. O. Shepard Co., Chicago
University Press, Cambridge
Norman T. A. Munder & Co., Baltimore
Gibson Brothers, Inc., Washington
Corday & Gross Co., Cleveland
Clarke & Courts, Inc., Galveston
McGill-Warner Co., Minneapolis
Metropolitan Press Printing Co , Seattle
Omaha Printing Co., Omaha
Woodward & Tiernan Printing Co., St. Louis
Sunset Publishing House, San Francisco

And many others to follow.



NO COMPOSING Room is complete without the Monotype; with a Monotype it becomes a complete unit of production and prepares its material as needed.

When you install Monotypes with Lead and Rule Molds you are prepared to handle efficiently all classes of composition—hand as well as machine—at a lower cost than is possible with any other equipment.

LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

NEW YORK BOSTON
CHICAGO TORONTO

Monotype Company of California
SAN FRANCISCO

165

This advertisement is composed in Monotype No. 38 Series and Monotype Rule

COLORED PAPERS

This Design is a Guarantee of Quality

Colored Poster
Colored Programme
Colored Book
Colored Covers
Colored Writings

Carried in stock in all regular sizes and weights

Your enquiry for any kind of colored paper will receive immediate attention.

CANADA PAPER CO., LIMITED

PAPER MAKERS

TORONTO MONTREAL WINDSOR MILLS, P.Q.

Colored Papers a Specialty

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

MARITIME PRINTERS AND PUBLISHERS

For your convenience we have opened an office and warehouse in the Maritime Provinces at undernoted address. Our Mr. Reid is in charge of same, and as exclusive agents for several well known mills you are assured of best prices and service.

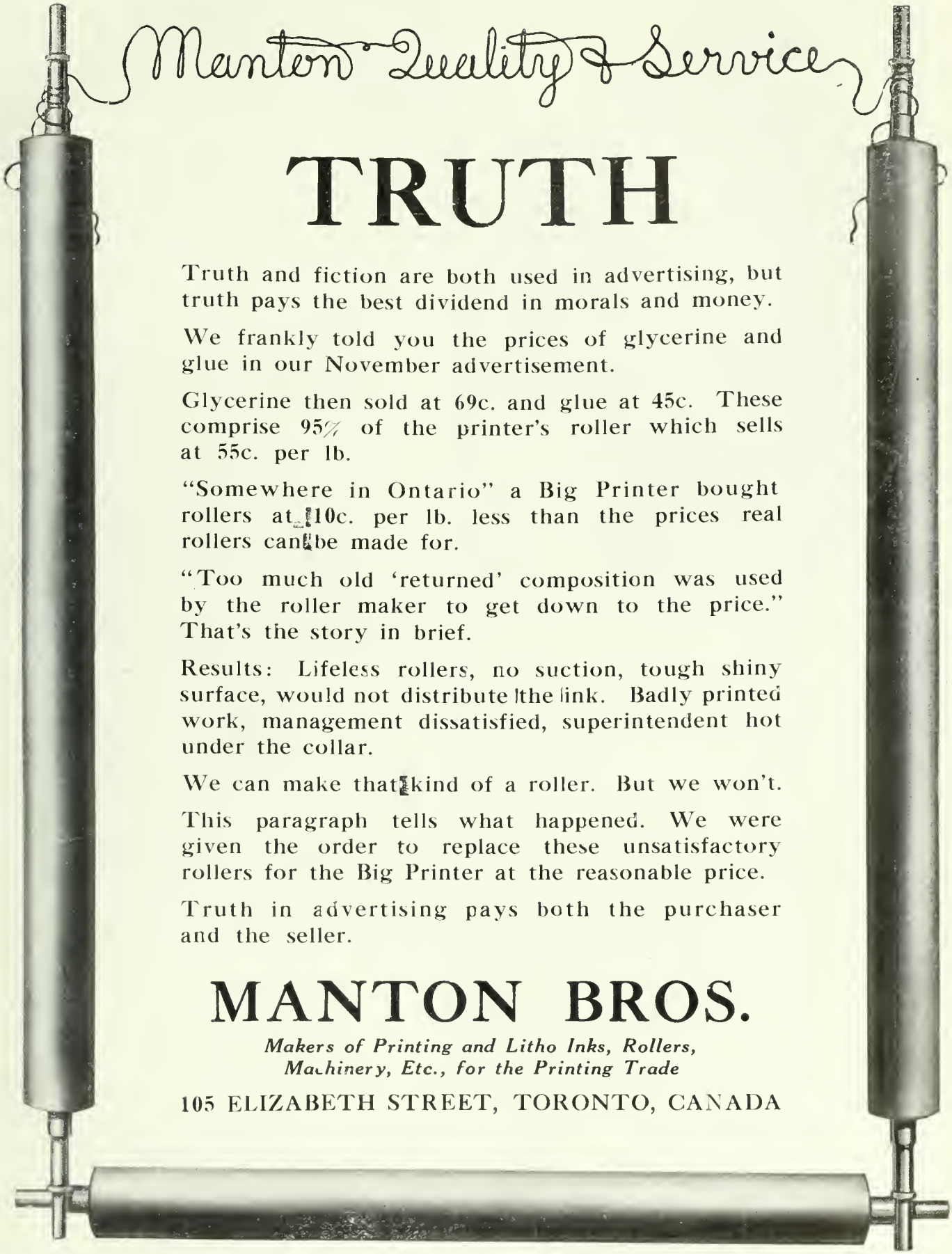
BEVERIDGE PAPER CO., Ltd.,

17 St. Therese St., MONTREAL
(Successors to Wm. Cauldwell Paper Co., Ltd.)

ST. JOHN, N.B.
82-84 Water St., Phone Main 3595

HAMILTON, ONT.
C. A. Murton, 34 King William St.

TORONTO, ONT.
58 Lombard Bldg.
PHONE M. 3650



Manton Quality & Service

TRUTH

Truth and fiction are both used in advertising, but truth pays the best dividend in morals and money.

We frankly told you the prices of glycerine and glue in our November advertisement.

Glycerine then sold at 69c. and glue at 45c. These comprise 95% of the printer's roller which sells at 55c. per lb.

"Somewhere in Ontario" a Big Printer bought rollers at 10c. per lb. less than the prices real rollers can be made for.

"Too much old 'returned' composition was used by the roller maker to get down to the price." That's the story in brief.

Results: Lifeless rollers, no suction, tough shiny surface, would not distribute the ink. Badly printed work, management dissatisfied, superintendent hot under the collar.

We can make that kind of a roller. But we won't.

This paragraph tells what happened. We were given the order to replace these unsatisfactory rollers for the Big Printer at the reasonable price.

Truth in advertising pays both the purchaser and the seller.

MANTON BROS.

Makers of Printing and Litho Inks, Rollers, Machinery, Etc., for the Printing Trade

105 ELIZABETH STREET, TORONTO, CANADA

Turn your plate problems over to us

We are fully qualified to solve them to your satisfaction. Modern, up-to-the-minute equipment and a staff of skilled engravers guarantee good, snappy printing qualities in every plate we turn out. It costs you nothing to investigate our claims and all we ask is an opportunity to show you. Write to-day to 143 University Ave. Toronto, or 'phone Adelaide 4094.

143 UNIVERSITY AVE.

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies

Bonds · Diplomas Checks Charters ·

Goes Corporation Record

also

Lithographed Calendar Pads

GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.

· SAMPLES ON REQUEST ·

CONNAUGHT PARCHMENT

21c. per lb.

J. M. Dent & Sons, Limited
Sole Agents in Canada for

JOHN DICKINSON & CO., LIMITED

25 MELINDA STREET

PHONE MAIN 585

Buntin Gillies & Co. Limited

B & G & Co.

Banner Book, M.F.

An M.F. Book of exceptional value

8 3-4c. per lb.

24½ x 36½ —36 lb. 500s
40 lb.
50 lb.
60 lb.
28 x 42 —50 lb.
60 lb.

Franklin Book, S.C.

A supercalendered Book Paper at a low price

9c. per lb.

25 x 38 —40 lb. 500s
50 lb.
60 lb.
28 x 42 —50 lb.
60 lb.

Colonial Book, S.C.

A fine supercalendered Book Paper. Free from ground wood and therefore does not fade readily.

11 1-2c. per lb.

25 x 38 —40 lb. 500s
50 lb.
60 lb.
70 lb.
28 x 42 —60 lb.
80 lb.

Use "STIC-TITE"—the unexcelled Powder Paste.

B & G & Co.

Hamilton. and Montreal.

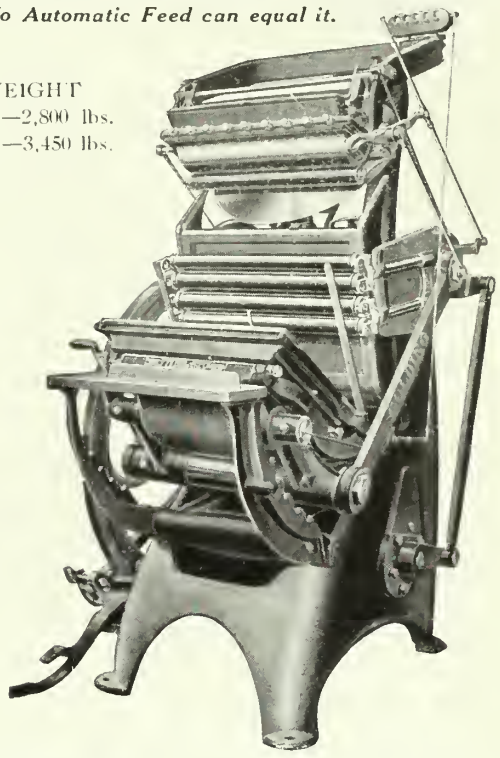
3000 Impressions Per Hour

On 10x15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION—This means two distinct distributions from two separate points at each impression--the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH—DISTRIBUTION—SPEED—assure quality production--with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for a copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto; Geo. M. Stewart, Montreal.

Mr. Printer—

Do you give your customers the best possible value when using

BOND PAPERS?

The following Papers are made at the *Highest Grade* Mill in Canada, and constitute the very best possible value for the money:

PROGRESS BOND

	Reams	Cases
White	15½	15
Tints	17	16½
Golden Rod	18	17½

GENOA BOND

	Reams	Cases
White	19½	18½

ORGANDIE PARCHMENT

	Reams	Cases
White	23½	22½
Tints	24½	23½

ORGANDIE LINEN FINISH

	Reams	Cases
White	23½	22½
Tints	24½	23½

BELL-FAST BOND

	Reams	Cases
White	24	23
Azure	24½	23½
Tints	25	24
Golden Rod	26	25

ROYAL RECORD

	Reams	Cases
White	29	28

KRYPTON PARCHMENT

	Reams	Cases
Suede, Plate and Fabric	31	30

KRYPTON LINEN LAID

Reams	Cases
31	30

We carry a complete stock of all sizes and weights; also a large stock of envelopes to match all our papers.

ASK FOR SAMPLES

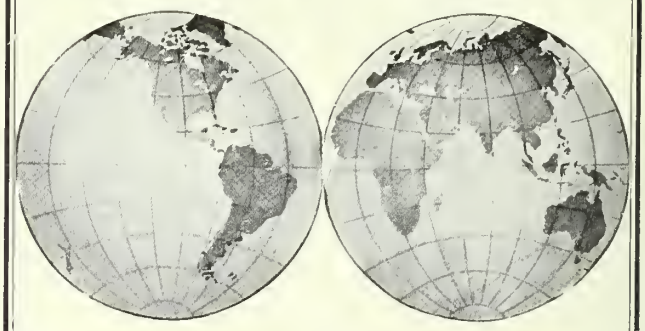
The FRED. W. HALLS PAPER CO., Limited

Cor. Duncan and Richmond Streets

TORONTO

Telephones Adelaide 1028 and 1029

WORLD BLOTTING



Fine for high-class printing

When you do blotter work for a customer you want to turn out something classy something that will give him satisfaction and bring credit to yourself.

World Blotting makes this possible. It is splendidly adapted to better class printing work.

There's a 30 years' success record behind every bit of World Blotting. Get samples of this and our HOLLYWOOD and RELIANCE lines. Try them out.

The Albemarle Paper Mfg. Co.

RICHMOND, VA., U.S.A.

THE INLAND PRINTER

The Leading Journal of the World in the Printing and Allied Trades.

Every issue contains practical and helpful articles and specimens that can be *used* by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines:

A Story—Interesting and often humorous with a moral.

Editorials—Valuable and lively on timely subjects.

Correspondence—Questions answered and troubles in general solved.

Proofroom—Questions pertaining to proofreading discussed.

Book Review—A digest of the latest and best works.

Job Composition—In this department problems of job composition are solved and numerous illustrations are shown in colors.

Specimens—Under this head booklets, circulars and other specimens of printing are briefly reviewed, and illustrated.

The Printer's Publicity—A review and constructive criticism of printers' advertising.

Bookbinding—An intimate and detailed description of the various processes of bookbinding.

Cost and Method—Especially valuable to the employer.

Process Engraving—Queries regarding process engraving are answered and suggestions and experiments exploited.

Pressroom—The art of presswork discussed in detail.

Newspaper Work—Detailed descriptions and helpful hints on all phases of this subject are given for the aid of publishers.

Machine Composition—The linotype machine and its product are discussed for the help of the operator and machinist.

Trade Notes—Brief mention of men and events associated with the industry published under this heading.

Advertisements—The advertising section is a directory of representative American manufacturers and supply houses.

Inserts—Four to eight pages in colors each month.

THE INLAND PRINTER, 632 SHERMAN STREET CHICAGO, ILL., U.S.A.

MR. PRINTER

Do You Know

That more than 80 per cent. of the letters that go out of the Average Business Office Could Carry a Neatly Printed Blotter Without Additional Postage. Blotters Mailed Out with Letters and Statements Reach Men Who Are Interested in The Goods Advertised.

Persuade Your Customers to Use Them—We Will Gladly Furnish Samples for Your Salesmen Upon Request. Give Your Customers the Reliable Brands:

STANDARD
STERLING
CURI-CURL
PRISMATIC

ROYAL WORCESTER
AND
DEFENDER
(Enameled)

SOLD BY THE LEADING PAPER DEALERS EVERYWHERE.

STANDARD PAPER MFG. CO.

Largest Producers in the World of Fine Blottings

RICHMOND, VA., U.S.A.

Reliance Embossing Powder

gives embossed effects on any job press.

Work equal to the finest steel die embossing and without any plates, dyes or special apparatus. No expense at all. The Powder is all you require to start producing.
Just think! The finest relief effects in Private Greeting Cards, Wedding Invitations, Letter Heads, Programmes, etc., ON YOUR OWN JOB PRESS with Reliance Embossing Powder. Write for samples.

RELIANCE INK CO., LIMITED
WINNIPEG

Samuel Jones & Co.

PATENT NON-CURLING
GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables: Noncurling — LONDON, ENG. — Code: A.B.C. 5th

Have You Sent For a Copy of Our New Sultan Sample Book?

THIS book is truly a key to more efficient paper buying. It not only attractively introduces Sultan Covers but it suggests the wise use of color inks on various colored papers.

We will be glad to send this book free to all advertisers, advertising agents and printers—men who sincerely feel they can use a paper as superior as Sultan.

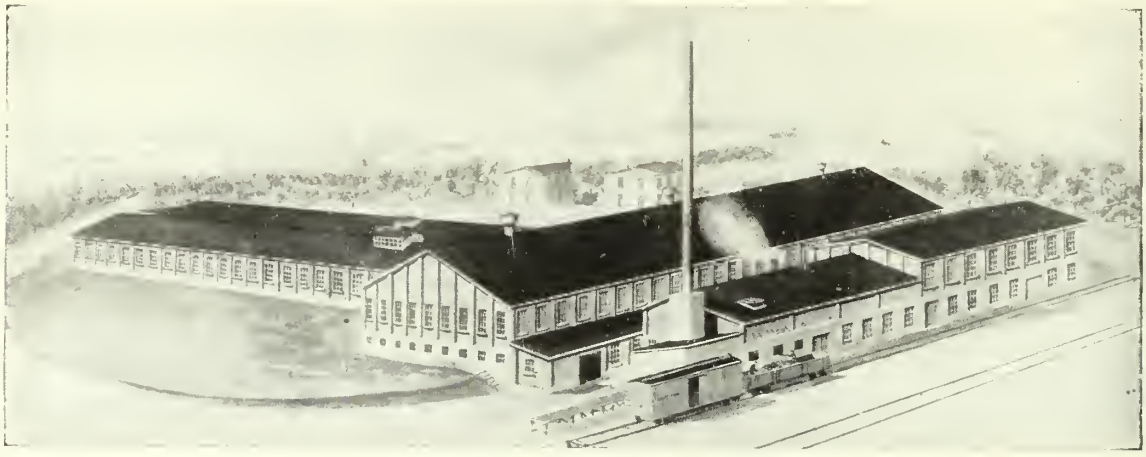
SULTAN COVERS

are very beautiful, both in texture and color. They are very strong. Sultan Covers are made in nine Oriental shades in two weights, 20x25-60, 20x25-100, called Rhinos, and six colors in 20x25-30.

Make application for new sample book either direct or through one of our representatives.

Niagara Paper Mills

LOCKPORT, N.Y.



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building Private Exchange Adelaide 1986

MADE IN CANADA

Permanency of trade is established through satisfaction obtained from the goods used.

SUPPLY YOUR CUSTOMERS WITH

ROLLAND'S PAPERS

Show them the qualities of our lines and note results obtained in the way of repeat orders.

Superfine Linen Record
Earnscliffe Linen Bond
Standard Pure Linen
Colonial Bond
Canada
Rolland Parchment
Canadian Linen Bond
Empire Linen Bond
Crown Linen
Mount Royal Bond
Donnacona
Columbia

Envelopes to match

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome and Mont-Rolland, P.Q.

Latest Production in **COVER PAPERS**

MILLCRAFT A moderate-priced Cover, with a high-price appearance—

ANTIQUE FINISH DECKLE EDGE

White, Grey, Cream, Gold, Blue, Green and Brown carried in stock in

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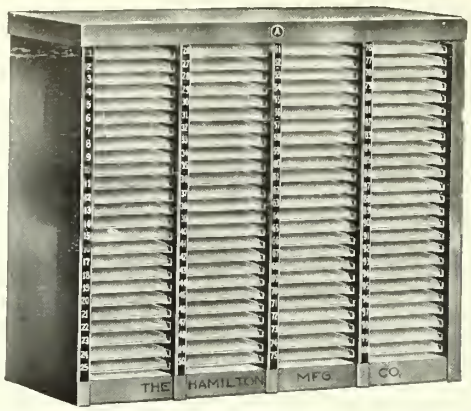

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PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Death Calls Sir Mackenzie Bowell, Publisher

Sir Mackenzie's Remarkable Career—Member of Parliament, Cabinet Minister, Premier—Fenian Raid Veteran—Charter Member of Canadian Press Association

SIR MACKENZIE BOWELL died in Belleville, on December 10, death being due to old age and an attack of pneumonia.

A DISTINGUISHED CANADIAN

Sir Mackenzie Bowell was one of the very last of a long line of distinguished Canadians whose activities preceded Confederation, and who rank among the great builders of the Dominion. While he did not enter the House of Commons until 1867, he was an unsuccessful candidate in 1863, and was already taking a keen interest in public affairs. That interest he retained as an editor to the very end, when the world may write of him that he began life as a printer's devil, rose to member of Parliament, Premier of Canada, and leader in Imperial federation, but never ceased to be an editor and to love the smell of printer's ink. He was an ardent Orangeman, but his views did not alienate him from the friends he made everywhere, and who never ceased to have a kindly word for "Mack" Bowell.

Sir Mackenzie Bowell was a man of remarkable physique, with a pair of shoulders as wide as many a door, and almost to his deathbed kept his health by exercise that would undo most men a generation younger. Only in 1916, during a visit to Dawson City, he insisted in taking a swim in the Yukon River. Years ago his exercise was not all confined to such gentle diversions. He himself has told of physical encounters with Edward Blake, a political rival, and with whom he had a couple of physical differences. The story is told in the sketch provided by the Toronto *Globe*. On being asked once if he knew Edward Blake, he replied:

"SCRAPS" WITH BLAKE

"I rather did. Yes, I suppose I'm the only man ever lived that took Edward Blake down, once on the floor of the House and once in the lobby."

"Metaphorically speaking, eh?"

"Not by a jugful. No, flopped him fair on his back. Yes, Edward got gibing me a bit one night after the House adjourned, and I said:

"'Now, a little more of that and I'll take you down right here.'

"He allowed that I couldn't do that. I insisted that I could. And the big elephant came at me. Oh, I never was a very big man, but what there was of me was hard as nails.

SIR MACKENZIE BOWELL

whose death occurred December 10, 1917, age 93 years, was owner of the Belleville *Intelligencer*, and an editorial contributor to the last. He was Premier of Canada in 1894.

"Well, I downed him, but it wasn't exactly easy. He chased me round the table, but Blake never could run in anything but an election. A few days afterwards I met him in the lobby. He started to come at me like a bull at a toreador. 'Now, look out, old fellow,' I said, 'I'll down you again.'

"'You can't do it,' said he, crisply.

"'But by jingo, I will.'

"I ducked and grabbed him affectionately under the hips somewhere. I heaved him as high as I could and came down on top of him. George, I cracked a rib, nearly broke a finger, and didn't get over that flop for a month."

BEGAN AS A PRINTER'S "DEVIL"

Bowell's entry into his life-work was characteristic. He had been born at Rickinghall, Suffolk, England, on December 27, 1823, the son of John Bowell, a carpenter and builder. He came to Canada in 1833, locating with his parents in Belleville. In 1834, or eighty-three years ago, when he was eleven years old, he walked into the Belleville *Intelligencer* office, and asked for a job. The late George Benjamin was then the proprietor, and he granted the boy's wish by making him a printer's "devil." From this humble beginning he climbed to the editorship of the same paper, where he remained to his death. If he were asked for an explanation of his success, he would probably ascribe it to hard work. He was not a brilliant man in speech or deed, but he was a steady, hard worker, to whom long hours and the grind had few terrors.

FIRST RUN FOR PARLIAMENT

In 1863, when Canada was in the political turmoil which only ended in Confederation, Mackenzie Bowell, after 29 years' hard work in a newspaper office, with all the trials of placating hardy backwoods politicians, accepting hardwood for debts, saying nice things gratuitously about undeserving neighbors, decided to enter the lists himself, and ran for Parliament in the old Province of United Canada for North Hastings. He lost the election, and it is a strange commentary on the life of this sturdy Orangeman that he lost because he refused to do what he considered an injustice to the Roman Catholic Church. He refused to pledge himself against the incorporation of the Roman Catholic religious body, a privilege which had been granted to Anglicans and Methodists, to permit them to own property. His opponent was a Mr. Wallbridge, who went to defeat four years later before the future Premier.

BECAME PREMIER OF CANADA

Incidentally, young Bowell was on the frontier to guard against American marauders and Fenians in 1864-5-6, and gained military experience of value when he became Minister of Militia in 1892, in the Abbott Cabinet. He had previously been Minister of Customs in the Macdonald Cabinet from 1878, and was afterwards Minister of Trade and Commerce in the Thompson Government, from December, 1893, to December, 1894. On Sir John Thompson's death in the latter month Bowell became Premier, holding office from December 21, 1894, to April 27, 1896. He had been appointed to the Senate in 1893, being leader of the Opposition in the Senate until 1906, when he retired from that post, though remaining a Senator until his death.

A STRONG IMPERIALIST

As Minister of Trade and Commerce, Mr. Bowell took an active interest in the problems of intercolonial trade, visited Australia, brought the second Intercolonial Conference to Ottawa, and is generally credited with having influenced Joseph Chamberlain in the direction of his preferential policy. He was equally well known as an Orangeman, advancing

grade by grade until he became Grand Master of Ontario East and later Grand Master for British North America. In 1876, at Derry, Ireland, he was elected President of the Imperial Triennial Council, the highest office in the order. Sir Mackenzie was President of the Imperial Association of Canada, a Governor of the University of Toronto, and a member of the Senate of Albert College (Methodist).

In 1847 he married Harriet Louisa Moore, who died in 1884. Two sons and three daughters survive him: John M. Bowell, Collector of Customs at Vancouver, and Chas. J. Bowell, editor of the Belleville *Intelligencer;* Mrs. J. C. Jamieson, St. Paul, Minn.; Mrs. George W. McCarthy, and Mrs. Charles P. Holton, Belleville. A grandson, Private Ian Mackenzie Bowell, was wounded in France in 1916.

DYING IN GOOD COMPANY

About five years ago Sir Mackenzie, while coming down the stairs of the Albany Club in Toronto, slipped and fell to the bottom. He lay as one dead, and he was hurriedly carried into an adjoining smoking room. Friends gathered around in great anxiety, and the best they could hope for was that he was not instantly killed by the mishap. "Is he dead?" one after the other asked the doctors, with great concern. Sir Mackenzie opened his eyes, and his gaze was directed upon pictures of Sir John A. Macdonald, Sir Chas. Tupper and Mr. Borden. "If I'm dead, I'm in very good company," he observed, in a very droll manner, to the surprise and delight of the onlookers. Nevertheless the fall shook him up for some time, but eventually he recovered from its effects entirely.

MADE THIEF DISGORGE

Sir Mackenzie Bowell was for many years Comptroller of Customs, under Sir John Macdonald. It was not until after his time that the office was changed to Minister of Customs. He was watchful and careful in his management, and unrelenting towards those trying to defraud Her Majesty. Once, it is said, a very prominent Conservative of Montreal was summoned to Ottawa by Mr. Bowell, and told that his scheme to "beat the Customs" had been found out, and that he would have to disgorge. The man could hardly believe his ears; it did not seem possible that so great a Tory as he was could be within the law. He went to see the Premier. Sir John was solicitous. He would put the matter right, so long as the offending Minister was not a certain one, whom he simply could not manage. When he heard it was Mackenzie Bowell, Sir John cried: "Good heavens, man. The very man I meant. I can't do anything with him. If Bowell said so, it goes. I'm extremely sorry, but I daren't trifle with Bowell. Take my advice and settle up at once."

PROUD OF HUMBLE START

Sir Mackenzie rose from the ranks, and was never ashamed of it. Once at a dinner in Halifax, he shocked a high military officer by tell him that he was a "graduate printer's devil." In his younger days he was a vigorous speaker, and at times his sarcasm at the expense of an opponent almost descended to buffoonery. Tradition has it that in joint meetings with his opponent he would playfully read the latter's head, as a phrenologist would, and thus demonstrate to the audience how really irresponsible the other man was for his surprising statements. The audience relished such humor, and, as the opponents never objetced very strongly, it is likely that Sir Mackenzie had "a way with him" that rendered such personalities innocuous.

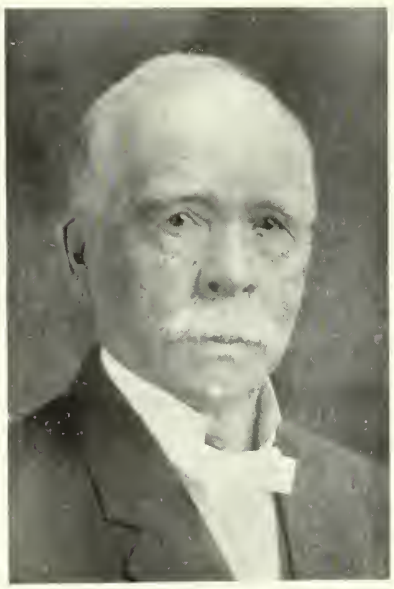
AT THE FUNERAL SERVICES

Brigadier Mansell represented His Excellency the Governor-General; Col. Ogilvie, the 3rd Military District, and S. Lelievre represented the Speaker of the Senate. The Press Association was represented by J. G. Elliott, past president.

CONNECTION WITH THE C.P.A.

Sir Mackenzie Bowell was one of the founders of the Canadian Press Association, being one of eighteen men who met in Kingston in 1859. Six years later, in 1865, he was made president of the Association.

The Belleville *Intelligencer* for so long a time owned and edited by the Bowells, father and son, was founded in 1834, the first publisher being George Benjamin, who was a member of the Canadian Parliament for the period 1856-1863. It was at his death that Mackenzie Bowell, once the "devil" in the *Intelligencer* office, became first the manager, and later the owner of this newspaper.



ROBERT MATHESON

who died last month in Chicago. He was formerly editor of the Clinton *New Era*, and at one time owned the St. Catharines *News* and the Milton *Champion*.

ROBERT MATHESON IS DEAD

RECENTLY in Chicago, Robert Matheson, B.A., an old-time resident of Clinton, formerly editor of the Clinton *New Era*, passed away.

The late Mr. Matheson was born in Kirkcaldy, Scotland, in 1833, being at the time of his death in his 83rd year. He was one of a family of 12 children of whom seven were born in Scotland and five in the town of Simcoe. Mr. Matheson was a student of the Simcoe Grammar School when George M. Evans was principal. Completing his course, he entered Toronto University and in 1856 obtained his degree and the gold medal for proficiency in natural science. He then for a short time taught in the Olds School, near Simcoe, and then for quite a number of years was principal of the Grammar schools at Milton, Berlin, Chatham and Napanee. He next engaged in journalistic work, owning St. Catharines *News*, the Clinton *New Era*, and the Milton *Champion*. About 1880 he moved to Chicago where he owned and edited the Chicago *Canadian-American*.

THE LATE D. W. HIGGINS, OF VICTORIA

THERE passed away on November 30, at Victoria, a figure unique in the annals of journalism on the Pacific Coast. The late D. W. Higgins was the oldest member of the fraternity in the West, and without special knowledge on the subject we are safe in saying that he was among the very oldest members of the fraternity in Canada and the United States. One can easily realize that, when we state that he established the San Francisco *Call* in 1856, three years before British Columbia became a colony and the same year that the first Legislative Assembly of Vancouver Island was convened. Therefore, his active life in journalism covers the span of our history practically to the present day, because while he retired from the actual ownership and control of a newspaper in 1886, he never ceased contributing articles in some form to the press until a few months before he died.

WENT TO BRITISH COLUMBIA IN 1858

In a very special way Mr. Higgins was identified with the history of British Columbia, and more particularly that of Vancouver Island. He came to this province in 1858, and early in 1860 joined the staff of the *Colonist*. A couple of years later he established the *Daily Chronicle*, from which time he exercised an active, strong influence in public life. About 1865 he acquired the *Colonist* and amalgamated it with the *Chronicle*. As editor and proprietor of the *Colonist*, which was the leading newspaper of the colony of Vancouver Island and later of the whole of British Columbia, he had a large hand in the direction of affairs. After the union of 1866 he advocated with vigor and ability the cause of Confederation, to the bringing about of which he personally contributed of his means, as well as by able advocacy in the columns of his newspaper.

Originally, like so many other journalists who came into prominence as editors and writers, he was a printer, but he had a natural bent for the editorial end of his calling. He was a wide reader, with a quite remarkable memory, and through his association with the work of the "fourth estate" soon acquired a facility as reporter and later on as editorial writer. He wielded a "vigorous and facile pen," to use a somewhat stereotyped method of expressing it, and as a self-trained journalist he was practical in dealing with his subjects, usually those about which he had obtained his own first-hand information. Therefore, his articles upon municipal and provincial politics were rarely academic in their treatment. He was governed by no formulas or conventionalities, and when his interest was

aroused, from whatever reason, he "hit from the shoulder."

ALWAYS MADE MONEY

As a newspaper man, from the business point of view he was unusually successful, especially when we consider the slow progress for a long time made in commercial and industrial development and the relative smallness of the population. In a long period of ups and downs, during which there were more "downs" than "ups," and several severe and protracted depressions, his paper always made money, the result, of course, of extremely hard work on his own part and careful, economical management. Mr. Higgins was always very active, and being endowed with great vitality and physical endurance during his years of active management, did the work of two or three men. During the earlier part of his career in Victoria he would frequently collect news, write editorials, solicit business.

In 1886, having acquired a fair competence, having had considerable other interests, and being ambitious to enter political life, Mr. Higgins sold out the *Colonist*. In the elections of that year he won a seat in Esquimalt, and was subsequently made Speaker of the Legislature, a position he occupied with dignity and conspicuous ability until he retired in 1897, as the result of his differences with the Government on the question of the concession to the Cassiar Central, to which he was very much opposed. He was re-elected in 1898 for Esquimalt, for the fourth time, but did not ever afterwards occupy a public position.

Mr. Higgins was active in many matters outside of journalism and politics. He was the chief promoter of the tramway in Victoria, the charter for which carried powers in respect of power and light. He was a heavy investor in real estate, but unfortunately for himself his outside investments were not successful, and he lost a fortune made in journalism in other business ventures. Mr. Higgins made an important contribution to the literature of the province in two books which he wrote and published, entitled, respectively, "The Mystic Spring" and "The Passing of the Race," both of which were widely sold and read. These contained a collection of reminiscences, only sufficiently flavored with fiction to spice the interest of the reader. In all essential details the stories were true. With his intimate knowledge of the pioneers and pioneer life, with a memory which was peculiarly retentive, and with a good literary turn as a writer, the late Mr. Higgins was admirably adapted for the work he undertook in this direction, and a number of other of his reminiscences compiled at various times may yet be published.

He had a long, successful, and certainly a most interesting career. His life was full of activities. He displayed at all times the keenest possible interest in everything, from the little personal affairs of his friends and neighbors to the large problems of the land. At the time of his death he occupied a position peculiarly his own, and outside of Dr. J. S. Helmcken, he was our most historic figure, inasmuch as he had lived throughout the whole life of the province and had been for the greater part of the time closely identified with its affairs. The "doyen" of Pacific Coast journalism is no more.—The Victoria *Colonist*.

HENRY DALBY DEAD

HENRY DALBY, former Editor of The Montreal *Star* is dead in Montreal. He was born in England sixty-three years ago, and when a youth came to Canada. His first journalistic experience was gained in 1877 as a reporter of The Montreal *Daily Witness*. Promotion in his profession came on the staff of The Montreal *Star*, and in turn he served as city editor, editorial writer, and finally, managing editor, his appointment to the last-named position dating from 1887. He remained managing editor of The *Star* for twelve years.

Early in 1899, Mr. Dalby resigned the editorship of The *Star* and became the English-speaking organizer of the Conservative party for the Province of Quebec. In that capacity he acted as the confidential representative of Sir Charles Tupper, then leader of the Conservatives in this province, and marshalled the forces of the party for the fight which culminated in the Federal general election of November 7, 1900. That campaign ended in a Liberal victory. In recent years he had been a free lance journalist as an occasional contributor to The Montreal *Star*.

MAJOR-GEN. SIR DAVID WATSON

Publisher of the Quebec *Chronicle* and an enthusiastic militia man before the war broke out. Now he has been made a Knight Commander of the Bath.

NEWSPAPERMEN HONORED

MAJOR-GEN. Sir David Watson, the latest Canadian soldier to be knighted, is a newspaper publisher and was an enthusiastic member of the Canadian militia when war called him to a larger duty in 1914. He was born at Quebec in 1869, and at the age of twenty joined the staff of the Quebec *Chronicle*, of which he later became publisher. He was a famous lacrosse and hockey player in youth, and later became Commander of the 8th Royal Rifles. After helping Sir Sam Hughes select the Valcartier Camp he took his battalion there in the fall of 1914, and since then has been a strenuous soldier for King and country. He reached Flanders in February, 1915, and has given frequent proof of great personal courage. He is now in command of the 4th Canadian Division.

MAJOR-GEN. E. W. B. Morrison, who was made a C.B., in the recent New Year's honors, was born at London, Ont., in 1867. He entered newspaper work on The Hamilton *Spectator*, and became Editor-in-chief of The Ottawa *Citizen* in 1898. He was an enthusiastic artilleryman, and served in the South African war.

FIFTY YEARS AGO

CANADIAN newspapers whose birth year was 1868—50 years ago, are:

The Moncton *Times*.
The Barrie *Gazette*.
The Brampton *Banner and Times*.
The Meaford *Monitor*.

The 10th annual meeting of the Canadian Press Association was held in 1868, its officers being:

Wm. Buckingham, president.
Robert Boyle, 1st vice-president.
W. M. Nicholson, 2nd vice-president.
E. Jackson, secretary-treasurer.
H. Hough, assistant secretary.
R. Mathieson, A. McLean, J. K. Mason, J. Cameron, C. B. Robinson, executive committee.

Of this company surviving are E. Jackson, of Newmarket *Era;* C. Blackett Robinson, Ottawa, and Robert Mathieson, who is supreme treasurer of the Independent Order of Foresters, Temple Building, Toronto.

FEWER NEWSPAPERS

THE changing conditions of the newspaper business in Canada and the United States, says the Toronto *Globe*, have a direct and serious interest for the people of both countries because of the vital part the press plays as an organ of democracy. The growing cost of producing newspapers is rapidly reducing their number. Everyone in touch with newspaper economics knows that this tendency, which has been accelerated by the burdens of the war, is inevitable and justifiable, and will probably persist for a long time to come.

In Canada alone in the past few years over a score of daily papers have dropped out of the field or been amalgamated with competitors. Such old-established United States dailies as the Boston *Journal*, Cleveland *Plaindealer*, Cleveland *Leader*, New York *Press*, New York *Sun*, and the Chicago *Inter-Ocean* have entered mergers, and hundreds of others less known have gone to the wall or been absorbed by more prosperous rivals. Such important centres as Cleveland, Detroit, Toledo, Scrantor, St. Paul, and New Orleans are left with one morning paper apiece.

BROCKVILLE PAPERS TO AMALGAMATE

AN arrangement has been made for the amalgamation of the two Brockville evening papers, which will pass under one management. Both will be issued for a few weeks as usual. When reorganized the new publication will appear under the name of *The Recorder and Times*, with a policy of dealing fairly and independently with all public issues. It is understood that the *Recorder* has absorbed the plant and building of its contemporary, the *Times*, which loses its political identity. The *Times* has been a strong supporter of the Conservative party for 36 years.

WINNIPEG PAPERS TO BE SUED

E. F. HUTCHINS, it is said, will institute proceedings against the three Winnipeg daily papers for alleged libel. Amounts and nature of the claims have not been announced.

The Minister of Justice will shortly receive copies of the information printed concerning Hutchins' offer to buy $500,000 in Victory Bonds provided his son and one other employee were exempted from the Military Service Act. Hutchins is president of the Great West Saddlery Co. of Winnipeg.

"SOO" NEWSPAPER SUPPRESSED

THE Sault Ste. Marie *Express*, whose editor and publisher, C. N. Smith, is the Independent-Liberal candidate endorsed by Sir Wilfrid Laurier in Algoma West, was suppressed by the censor in consequences of recent articles therein declared to be of distinctly seditious character. The particularly objectionable declaration was in effect that conscription is unnecessary in Canada and the soldiers not strongly for Unionism. Protests from returned soldiers and others were so emphatic that police intervention to quell the disturance was necessitated at a meeting which Mr. Smith addressed.

Mr. Smith is a former member of the Legislature, and was once a well known Toronto newspaperman.

THE BAINBRIDGE CASE

ISAAC BAINBRIDGE, of Toronto, convicted of "issuing a seditious libel," has been granted leave to appeal. The jury's verdict was as follows: "We find defendant guilty of issuing seditious libel by publishing a pamphlet, entitled "The Price We Pay," and publishing the September 10, 1917, issue of *Canadian Forward* containing communications of a seditious character. As we do not think that much harm has resulted from defendant's actions, we make a very strong recommendation to mercy."

WOODSTOCK LIBEL CASE

THE election campaign in North Oxford may have an echo in the courts. The Sentinel-Review Company, Limited, has notified B. J. Rae, the printer of a pamphlet published by a committee in charge of Lieut.-Col. Sutherland's campaign, that suit will be brought to recover damages for alleged libel, and that unless he furnishes the name of the author of the objectionable statement the claim will be made against him personally. Mr. Rae has retained counsel. The statement which forms the basis for the *Sentinel-Review's* claim was to the effect that the *Sentinel-Review* quoted a rate for advertising in connection with Col. Sutherland's candidature, and that if this rate had been paid the *Sentinel-Review* would not have questioned his candidature.

TORONTO GLOBE LIBEL CASE

A WRIT was issued in the Supreme Court of Ontario last month by the Globe Printing Company against John Herbert Dickenson, of the township of Glanford, the candidate in the Dominion election endorsed by the Opposition, claiming $25,000 damages for slander of the Toronto *Globe* and its business.

The slander complained of was the speaking of Mr. Dickenson on the 5th of December, 1917, of the words: "The *Globe* has been bought up by the Union Government." The *Globe* claims that the defendant, Dickenson, uttered the same or similar words on other occasions.

HALIFAX HERALD LIBEL

SENATOR WILLIAM DENNIS, proprietor of the Halifax *Herald*, has been served with a writ at the instance of William Duff, a candidate for Lunenburg in the general elections. Dr. Duff claims $20,000 for libel.

CALGARY NEWSPAPER SUES

A WRIT has been issued in Calgary against G. L. Munns, a local real estate dealer at the instance of the *Morning Albertan*. The newspaper asks for unstated damages on the grounds of slander.

During the service at the Central Methodist Church Rev. G. Fallis preached on the subject of "Union Government and Why His Congregation Should Endorse the Policies of the Union." During his remarks he mentioned the Halifax *Chronicle* and the *Morning Albertan* as two of the leading Canadian journals endorsing the Government. He then remarked: "Are these papers bought by the Union forces? Does any person here believe that our *Morning Albertan* has been bought?"

G. L. Munns rose up in the congregation and remarked:

"I believe that the *Morning Albertan* has been bought."

Then Rev. Fallis remarked:

"You are the man the *Albertan* is looking for and you probably will hear from them to-morrow."

FINED $100

A FINE of $100 and costs was imposed on Bert McCreath, assistant manager of the Toronto *Star*, because of certain statements published in an election circular, which reflected on the loyalty of Gordon Waldron, who ran for a seat in Parkdale in the recent Federal elections. McCreath admitted the publication of the statements, and a minimum fine of $100 was imposed.

The circular complained of was said to have charged Mr. Waldron with having trampled upon the British flag, advocated booze, declared there was no British Empire, and stating that too many Canadians had been killed as the result of the incompetence of officers. The accused admitted publishing and circulating the circular.

ACTION OVER PRINTING PRESS

R. HOE & COMPANY, manufacturers of printing presses, New York, sued Mrs. C. R. Foote, trading as S. B. Foote & Company, printers of the *Shareholder* newspaper, Montreal, for a press valued at $15,000, which, packed in crates, was destroyed by fire at Troy, N.Y., during the transit from New York to Montreal. The company claimed that the machinery was delivered f.o.b. New York, but the defendant claims that the sale called for assembling and erecting of the press in good working order. The case was tried in the Superior Court, Montreal, and judgment was given dismissing the plaintiffs' action.

THE POWER OF A COMMA

A PROVERB runs among the printers of France to the effect that "By reason of a punctuation mark Martin lost his donkey." The old tale runs thus: Over the Abbey of Asinello (asinello the diminutive for little ass) there once presided a liberal-minded monk, who caused these lines to be inscribed over the outside door:

Be open ever more, O thou my door!
To none be shut, to honest or to poor!

This good monk died and was succeeded by Frere Martin, who was as penurious as his predecessor had been liberal. Martin changed the couplet simply by altering the punctuation:

Be open evermore, O thou my door,
To none! Be shut to honest or to poor!

When the Pope learned of Frere Martin's attitude towards the poor and honest, Martin lost his job summarily. And that's how this composer lost his donkey—the abbey of little ass.

PETROLIA ADVERTISER-TOPIC

LAST week ushered in a new era in the newspaper life of Petrolia, Ontario. It saw the first issue of the *Advertiser-Topic*, in which the Petrolia *Advertiser* and the Petrolia *Topic* are now merged. The amalgamation is symptomatic of what is happening not only in Canada, but also in the United States. Newspapers that were able to carry on a separate individual existence because they represented one or other of the political parties have been compelled to acknowledge that in numerous cases the field they cover is too small to meet the increased expenses caused by war prices. The enhanced cost of newsprint, of labor, and other materials has rendered amalgamations inevitable. This first number of the *Advertiser-Topic* is highly creditable to the publishers in every way, and its policy is announced to be the recording of all news in an impartial manner, while its editorial columns will be devoted to advancing the interests of the community.—*St. Thomas Times.*

C.P.A. MEMBERSHIP

THE present membership of the Canadian Press Association is 873, made up of 671 first members and 188 additional members. In addition to the foregoing, there are 57 members on the overseas roll.

TRY THIS ON PLATENS

WHEN printing on dark cover stock with white ink dust the sheet over with corn starch after printing, then burnish by running sheets through with type clean and rollers out.

This should make the white stand out brighter, as though it was run through several times.

BOOKBINDERS' SIZES

32 mo	3⅛ x 4⅝
18 mo	3⅞ x 6⅛
16 mo	4¼ x 6⅞
12 mo	4¾ x 7⅝
Crown 8vo	5½ x 8¾
Regular 8vo	6 x 9¾
Royal 8vo	6⅞ x 10⅝
Imperial 8vo	7½ x 11⅝
Quarto	7¼ x 12⅝

Economics in Printing and the Allied Trades

Survey of Printing History — Movable Type Wrought a Revolution — The Evolution of Presses and Composition — Specialization Has Altered the Character of the Industry — The Wonderful Extension of the Allied Trades — A Boom Ahead

By STUART FLEMING, Secretary-Treasurer, Richardson, Bond & Wright, Owen Sound

NO one industry can be credited as being in itself responsible for the growth of science, art and civilization; but of all industries printing, along with its allied industries, has taken the foremost part in the development of mind and matter, which is evidenced in this twentieth century, and which is to be compared with the respective stages of development in the centuries gone by. By printing the world has been able to mass up, quickly, its wonderful fund of knowledge; and by this kind of knowledge the nineteenth and twentieth centuries have produced what they have.

This is one reason why I take as a subject the Economics in Printing, for the printing industry is the fundamental to modern reading and present day thinking. "To write also is to learn," said Woodrow Wilson. Thus in order to learn the economics of the allied trades, I endeavor to write about it.

PRINTING'S WONDERFUL DEVELOPMENT

Another reason why the development of the printing industry is deserving of consideration is on account of the great food for economic speculation contained therein. In the 15th century, crude characters found expression on crude paper from stone and other engravings. In the 18th century, the old Washington hand press was the printer's best mechanical device, aided somewhat by a primitive process of lithography. However, after passing through the express tubes of the nineteenth century, the printing industry emerges into a manufacturing age with its forty-nine different trades again subdivided; its factory buildings and its red tape cost systems; its monotypes, perfecting presses and photoengraving processes. Such a development contains spices which must add flavor to the flat thoughts of the economist.

To deal with the subject, we will first find the meaning of economics, then proceed accordingly.

WHAT IS MEANT BY ECONOMICS

Economics is the philosophy of human industry; or the science that deals with the social phenomena arising from man's activity in gaining wealth. Economics is linked up with all other philosophies; that of politics, religion and morals. Politics deals with man's endeavor to govern or to be governed· religion has at basis man's struggle to gain spiritual perfection; ethics or moral philosophy has to do with the framing of his morals and the gaining of certain habits. One could write on the politics in printing, or even on the religion and ethics in printing. However, our subject is that of the economics. So we must take man's relation to printing in the light of labor past and present: the workshop era and the industrial age, the one man system, the division of labor, and the labor unions; the places of capital and labor in printing, and the inventions along with their results. Then we shall consider the ultimate evolution of the existing conditions.

STUART FLEMING

Managing director, Richardson, Bond & Wright, blank book and commercial form printers, Owen Sound. Mr. Fleming is also a director of the Fleming Publishing Company, which publishes the Owen Sound *Sun*. He is a graduate of Toronto University.

Printing is of comparatively modern origin, dating from 400 years ago. Although this is really its origin, Chinese have practised the art from movable type since about the 12th century. The crux of the discovery was the printing from characters interchangeable and movable, transferring from blocks and crude engravings being quite common since the 14th century.

As is usual with any great invention, the origination is claimed by many. This is the case with printing, although the credit is usually given to Johannes Gutenberg. He lived in Strasburg, and in 1438 possessed a press and a primitive assortment of movable type. Gutenberg allied himself with one Johann Faust, and the partnership employed the assistance of Peter Schoffer. Schoffer acted his part as a scribe, but also made a through study of the new art. He brought into use the metallic type, and designed new series of letters.

PIONEER PROGRESS IN PRINTING

After this printing was introduced into France, Italy and England, before 1500, there were some 220 printing establishments in Europe. In 1476 a Greek Grammar was given in book form, and in 1488, the Hebrew Bible was first put into print.

The first printing press used, the Gutenburg press, was a mere remodelling of a cheese or cider press—two upright timbers with crosspieces, the lower holding the type form, while the other supported a screw which operated an impressor. This remained the only press up to 1620, when a few alterations transformed it into the old Washington hand press.

From 1500 to 1800 practically no improvements were made to benefit printing; and the time elapsing from 1800 to the present time has given to the world the great printing trades, organizations and marvellous equipment, which we have to-day.

The Gordon press was first invented; and although many other presses, suiting various purposes, have been brought out yet the Gordon is a standard for small general work.

The drum cylinder was first used in 1806. Since then it has gone through a quick change, resulting in our present, high speed, double revolution presses, and, indirectly, resulting in the large web perfecting presses used in the producing of large newspapers and periodicals.

DEVELOPMENT OF TYPE FACES

The composition of type characters has also gone through a wonderful history. Metal type had been brought to a fairly high standard by the 19th century. This, however, was slow, and to be in accord with the then existing industrial evolution which was changing all processes of production, a mechanical process was bound to follow. In 1822 the type setting and distributing machines were invented, and to-day we still have what is called "The Simplex."

Late on in the century, 1890, the linotype became commercially useful, and later came the monotype. The former sets up matrices and from these a slug line is cast. In the case of the latter, the characters are represented by slots in a tape and from the tape the casting machine casts lines of separate type, as represented by the slots in the tape. These machines are the last words in composing equipment.

THE DEVELOPMENT OF LITHOGRAPHY

Concurrent with printing, lithography was developed. This art originated in the latter part of the 18th century, when Aloys Senefelder, in 1788, by mere accident, discovered the process of lithography. At first, lithography was used only as an art by artists, and it was not till about the middle of the 19th century that it was used for commercial purposes in the shape of posters, stationery, etc.

The actual process has changed very little in lithography, although the presses have been improved as were the printing presses; and photo-engraving has added several important uses to the art. During the last ten years lithography has been supplemented and partly displaced by the introduction of offset printing. By this process much of the commercial work formerly executed by lithography is now done more economically.

Copper plate printing and steel die stamping are of recent invention and at the present time are really only being introduced into the commercial world.

Bookbinding is as old as the printing trade. During the ages when printing was in an undeveloped state, bookbinding was making strides, especially along the lines of art. During the 17th and 18th centuries we have some of the first examples of artistic bookbinding in existence. However, for commercial purposes, bookbinding is only being instituted. The evolution of accountancy, with its introduction of innumerable blank books, has made the cheapening of bookbinding expedient; so also has the extensive popularity of the novel, and the distribution of government and other public reports. As a consequence of these demands, book-sewing machines have been perfected, so also have shapers, backers, etc., until now bookbinding is more of a mechanical process than an art.

Having taken up a brief history of the allied industries, we cannot but notice how the entire development has been of recent years. And having noted this, our next step is to make a survey of the different classes of trades existing at the present time within the sphere of the allied industries.

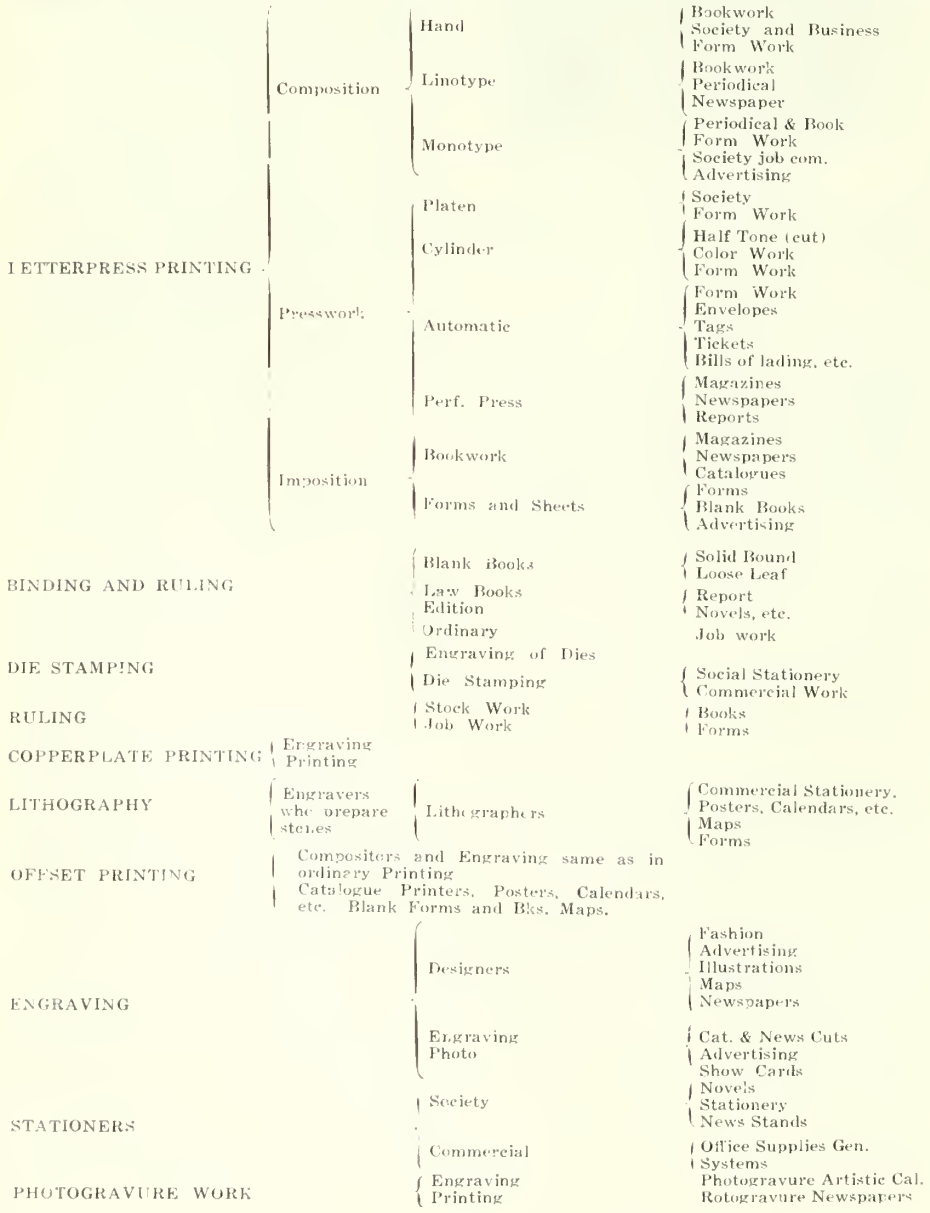
By means of charts clearness is struck and comprehensiveness is gained in the understanding of any subject. So with the chart below the relation between the different trades and uses of each is explained.

THE DRIFT TOWARDS SPECIALIZATION

Printing, strictly speaking, includes only composition, press work and imposition, but by process of evolution it has gained many allies. There was a time when all printing operations were conducted by one man; indeed, even to-day, in the small country shops such is still the case. Dick Smith, the printer, usually edits a newspaper, writes his own articles, solicits his own advertising, sets the type for his newspaper, prints it, and, as a side line, prints ladies' visiting cards, general merchants' account forms, and the writing paper for the grist mill. He is what is called an all-round man with no rough edges. A combination as the above is generally dying away in the process of printing evolution. Specialization has come into existence, large offices operate and large offices specialize, and men take a specific task.

COMPOSITION HAS BECOME SPECIALIZED

The composition is of two kinds: hand, and machine. The hand compositor sets type for pamphlet, advertising and blank form work. His trade is useful in all offices, for, although machine composition has ousted the hand largely, yet for social and commercial use, intricate blank form heading work, brains and hands, not machinery, must do the work. The linotype is foremost in the newspaper field, and is making headway into the realm of magazines and edition printing. The monotype, by means of its movable type and its skilful manipulation, is greatly displacing the hand compositor in commercial printing, particularly in blank form work, where many forms of the same kind can be composed, with the same setting. This saves the cost of presswork, the cost of electrotypes, and adds use in the future changing of a form. The compositor has thus specialized along many different lines of composition such as blank books, forms work, catalogue, stationery, society and advertisement.



PRESS WORK DEVELOPMENT

As to ordinary platen press work, it finds a wide general use. Small lots of blank forms are run on these presses; also fancy stationery, and embossed covers. Much of the work primarily done on the platen has been transferred to the cylinder, where two or more are run at one impression; and to the automatic, where feeders are not required.

The cylinder press forms the main instrument in the printing office to-day. The great mass of catalogues used to-day are printed thereon; so with the large editions of books. Large runs of forms are printed, sometimes as many as 16, 32 and 64 at a time. The railways, express companies, banks, and all large corporations, have instituted a demand for such classes of work.

The automatic presses have created one of the most obvious changes in printing which is noticeable, and it is by these machines that the country printer is meeting his timely death. In the first place, all forms where it is impracticable to make electros are printed on the automatic machines. Then again many forms of long runs which require operations subsequent to the printing are made on these presses. For instance, shipping tags are shaped, punched, printed in two colors, and counted by the same machine. Roll tickets are also shaped, then printed in two colors, perforated, numbered and rolled in one operation. So with the bills of lading. These are printed from rolls, punched, and gathered in triplicate at one operation, and at a very high speed. For this reason the old time staple articles of the country printer are falling below his cost line. The envelopes also are a good example.

The perfecting press has also given a new aspect to printing. By means of this press a large percentage of the press work was taken away from the cylinder presses, as an apparent result of which second hand drum cylinder presses are a drug in the market. At the present time perfecting presses print and perfect the large newspapers, magazines and cheap books. For instance of the latter, the large lots of government reports are perfected in signatures by these presses.

Thus we can see the many divisions of labor in the realm of press work. The platen press man can specialize on fancy printing (embossing and color work), or the printing of blank forms; while the cylinder pressman has his forte in halftone and color printing or blank form

printing. As to the automatic and the perfecting pressman, he must specialize on his peculiar machine. This is a great change from the one man pressman of the 16th century who knew no different kinds of printing.

IMPOSITION AND BINDING

Imposition is the next trade which is divided, but this has only been twofold. The impositor either specializes on book work or special registration printing.

Binding was the next division of the printing allied trades to become subdivided. This trade was single primarily, but was subjected to the pressure of the forces of the mechanical processes. In the first instance there is the binder who does small job work—a variety. He is of very little importance now, for all edition binding is sewn on a machine, also cased on a machine. Then blank books and loose leaf require men specially skilled in the peculiarities of these classes of work.

SUBSIDIARY TRADES

Allied to the printing are many other trades, each of which is divided into subsidiary trades. Copperplate printing has its engravers and its printers. Die stamping is similarly divided. Lithography is divided almost similarly to the ordinary printing trades, and offset printing the same. The pressmen for each specialize on catalogue work, posters and other color work, blank forms, and maps.

The engraving trade has also found its divisions. The designer is a specialist, so is the man who retouches, photo-engraves and etches on zinc. The stereotyper and electrographer are also outgrowths.

THE CAUSES OF SPECIALIZATION

We have seen from the foregoing the many divisions into which the printing and allied trades have fallen. It is rather a puzzle to see the reason, yet on appearance it is quite simple. Division of labor is a step in the natural evolution of industry. Every industry which is in the race for supplying human needs and making money is subjected to the same evoluting effects—a changing of market, the fashioning of the commodities to suit the whims and fancies of the people, and the cutting down of costs to meet the competitive prices of the others who are doing the same as you are.

In this modern era, represented by the struggle of every one for the highest places in life, and the survival of the fittest, most men, intuitively, strive to know all of one thing, and to be able to manipulate that one thing well. This is a blind struggle by all, each man with the bright spot of knowledge in his life, which he wishes to make very bright. Brightness is the sole property which he desires for this life, not breadth without intensity, but intensity alone. Some are able by increased intelligence and energy to have a larger bright spot than others; but no matter how large, brightness is the quality to be attained. This is a very general statement of one theory which, to a great extent, underlies the divisions of labor.

Every man wishes to be great in the pursuit of some object. John Smith is a good carpenter, and, with pride unto himself, he will tell you that he can fit staircases better than any man at the crossroads. He is an authority in the staircase realm. Then, again, William McDonald is a good lawyer, and he takes pride in being able to draw up the best and shrewdest agreements in the county. So with the banker, Henry Plutocrat; he has a good knowledge of financial problems, and delights in hearing the public say that "Henry Plutocrat has been the backbone to the majority of industries in the town." Every man is a specialist, although we all do not know our own specialty.

There are a few, also, who wish to be specialists in all undertakings. These few are usually the failures. Thus with the printing, each workman endeavors to be best at one occupation; the compositor at setting display advertisements, the compositor at blank forms, also at office stationery; so with the pressmen at catalogues, color or form work. Each man adapts himself to a hobby in his work.

This reason for specialization is in the side of the employee. There is also a reason from the angle of interest of the employer. He, aiming to increase his trade by raising his quality and decreasing his price, and simultaneously increasing his profits, and knowing that practice gives perfection, requires each of his employees to do a certain task; the pressman his special class of press work; the compositor his special class of composition; so with the engraver, bookbinder, lithographer and the rest. In this way he receives a product of more quality and at less cost.

The invention of new machines has also required specially trained men to handle the peculiarities.

Besides the above reasons there remains one other. The demand for printing has changed greatly. Blank books are wanted, advertising is wanted, so are law books, stationery and printed books. With a larger demand on the part of each individual firms produce only one class; consequently these firms respectively require help which will do the one class of work, and operating on one class of work only increases the efficiency along that particular line. Thus we see how the specializing of the printing industry brings about the specialization of the trades.

HOW PRINTING HAS DIVIDED

We will now consider the various printing industries in their specialized form, along with why they are what they are. Following are listed the different industries into which printing is divided:

1. Job printers, town, producing bill work, letterheads, envelopes, invoices, programs, calling cards, time cards, municipal reports, advertising matter, mixed press work and composition, no binding.

2. Stationers in town, society stationery, books, office supplies, calling cards, etc.

3. Lithographers, in every large city; manufacturing lithographed stationery, letter heads, bill heads, stationery, envelopes, calendars, posters, cheques, and miscellaneous blank forms. Often with die stamp and engraving.

4. Printers in cities: edition work, reports, pamphlets, forms, advertising work, edition binding, catalogue work. Some die stamping also.

5. Die stampers and embossers: high class stationery, engraved wedding stationery, cards, business stationery, etc.

6. Catalogue and advertising printers: catalogues, half-tone, etc., and specially advertising literature, advertising hangers, catalogues. Printing folders with special designs. Also have so much stock work to keep presses busy. Design and engraving advertising is included.

7. Periodical printers: specializing on editing and printing technical magazines and other publications.

8. Blank book and blank forms: offices fitted out with ruling, printing and binding, plants for the express manufacture of blank forms, ruled only, printed only and ruled and printed; blank books, special and stock, loose leaf devices and sheets.

9. Law book manufacturers: editing, printing and binding law books.

10. Designers and engravers: designs for booklets. This kind of manufacturing is merging into the catalogue manufacturing class.

11. Electrotypers: electrotypes of forms, principally; also pages for books. This electrotyping is going on to the field of blank form manufacturing.

12. Newspapers: separating gradually from other printing; linotypes and web presses are the machines of newspapers now-a-days.

13. Advertising agencies.

14. News agencies.

15. Specialty printers: e.g., tags, tickets, bills of lading, envelopes, church supplies, counter check books.

16. Photogravure work: engraving and printing of photogravure.

It can be easily seen how all these different industries are the mere outgrowth from the old time shop. The main reasons are: specialization of skill, specialization of machinery, division of uses of the product due to developing of accounting and management, evolution of advertising and changes in society.

THE OUTLOOK

The printing business has developed quickly and has yet a rapid history in the making. In a few years, the country printer will be a back number, his place being taken largely by the district newspaper for advertising purposes, and the stationer as retail dealer of printed work for the manufacturer. All printing offices on a manufacturing basis will grow as a consequence. Catalogues will be made in one factory, blank books in another, and blank forms in yet another, and so on.

A very important change which will take place is that of blank form manufacturing. Many forms are now ruled, and as they are complicated cost very high, making the systems of which they are a part very expensive to operate. Such forms are bound to be made cheaper. The way open for a change such as this is the zinc etching, the electrotype, the offset press, and the rotary. Buyers of forms will buy forms as a manufacturer buys castings. He will first pay for the pattern, then have his castings made from the same pattern in each case. Where the form is complicated, and ordinarily should be ruled, a black and white drawing will be made and then a zinc etching will be taken therefrom. By this means ruling and printing will be combined in one, and the many operations of ruling will be placed in one. The ruling machines, of course, will be required for small runs and special short run forms.

Many other very radical changes are at present on the horizon.

The *Free Press*, Winnipeg, boys' band, has appeared several times recently in Winnipeg and has created a most favorable impression.

A.C.A. 1918 POLICY

WILLIAM M. MACKAY, President Association of Canadian Advertisers, writing to the *Fourth Estate* about the relation of the A.C.A. to advertising, says: First and foremost on the 1918 platform of the Association stands the subject of knowing correctly what effective and reliable circulation the advertiser buys.

The association has made considerable advances since its inauguration, in getting from the larger Canadian daily newspapers, weeklies and monthlies, efficient and audited data—but more progress along these lines is still required.

There will be a minimum of "buying pigs in pokes."

This subject is one of our main issues.

The Association of Canadian Advertisers has had co-operation from many of the Canadian papers in the past two years in securing audited circulation and our desire in the future will be to co-operate frankly—and in a spirit of equity—with the publishers.

The amount of misleading and fraudulent medicinal ads is still considerable. The committee in charge of this branch of the work has been most energetic.

To render general advertising more effective, the fraudulent or misleading advertisements "must go." By their elimination we encourage faith on the part of the public.

A number of our dailies, weeklies and monthly magazines in Canada—I am glad to say—do not allow their pages to be sullied by such a class of ads and "more power to them." Their co-operation has been appreciated.

ADVERTISING AGENCY RECOGNITION

THE present minimum requirements for recognition as an official solicitor of general advertising for the members of Canadian Press Association are as follows:

(a) That the principal or principals of the agency shall be men of good business character.

(b) That the principal or principals of the agency shall have such experience in advertising as is likely to ensure good service to the agency's clients.

(c) That the principal or principals shall not be the paid employee or employees of any advertiser or publisher.

(d) That the agency shall maintain an adequately equipped office for the sole purpose of conducting an advertising agency business, and shall not have any connection or affiliation with any other business either in its principals or employees.

(e) That the agency shall have at least three general advertising accounts (exclusive of real estate and other accounts of a speculative nature), each running in three or more Canadian cities and each with a definite appropriation of at least $1,000 a year.

(f) That, as evidence of the agency's promotion work, at least one of the three accounts referred to above shall have been created by the agency.

(g) That the agency shall have financial resources in proportion to the amount of business it is placing and sufficient to enable it to pay publishers promptly, the minimum surplus to be $10,000; provided only that in cases where the surplus is below that figure the Advertising Committee may accept bonds of responsible parties for the difference between the actual surplus and that figure.

(h) That the agency shall commence, immediately after recognition is granted, to use the C.P.A. Standard Form of Contract in placing business with publishers.

ADVERTISING AGENCIES

Russell T. Kelley, president of the Hamilton Advertisers' Agency, Hamilton, has now been appointed manager.

International Advertising Service Co., Montreal, is a new advertising agency. The company is registered in the name of J. C. Walker, who is manager of the Johnson-Richardson Co., makers of Dyola.

The J. S. Robertson Advertising Agency, Toronto, is no longer recognized by the Canadian Press Association owing to the activities of the principals being transferred very largely to alien interests.

The Herald Press & Advertising Agency, of which C. C. Ronalds is managing director, has not yet actually started to do business as an advertising agency, but has announced its intention of entering the agency field.

The Crawford Advertising Agency claims that its business, which was originally the writing of advertisements for local publications, has developed to a point that would make recognition as a general advertising agency desirable.

Among the new Canadian advertising agencies recently formed are The Cooper Advertising Service, Winnipeg; the Crawford Advertising Agency, Vancouver; and the Herald Press & Advertising Agency, Montreal.

The Cooper Advertising Service is a co-partnership with Ralph A. Cooper and Geoffrey Robinson as partners. Mr. Cooper states that he has been actively engaged in the business of advertising for over five years and that Mr. Robinson is a practical printer.

L. Benison, formerly of the Lionel Benison Advertising Service, has been engaged to take charge of the Montreal branch of the McConnell & Fergusson Advertising Agency. Mr. Benison has had experience in advertising and sales promotion in Montreal and the Maritime Provinces.

The American Association of Advertising Agencies has opened its central office in the Metropolitan Tower, New York, with James O'Shaughnessy in charge as executive secretary. The new association intends to do for the agencies what the American Newspaper Publishers' Association has done for the publishers.

A. J. Massie. Winnipeg, formerly with the A. McKim Agency, Winnipeg, has set up for himself as an advertising agent, in Winnipeg. This agency is placing the business of the Cunard Company, Union Trust Company, the Canadian branch of the Cushman Motor Works, the Northern Shirt Company and Gordon Ironsides & Fares, of Winnipeg.

F. H. FLINT

F. H. FLINT, recently appointed manager of advertising on the Winnipeg *Daily Telegram* has had a wide experience in printing, commercial travelling and newspaper business. He began the printing trade as a "devil" with the Presbyterian Printing & Publishing Co., Toronto. During his printing career, was foreman of the Butte City *Daily Miner*, Butte, Montana, where he resided for several years.

Some years ago Mr. Flint retired from the printing line to become a commercial traveller, representing the Automatic Cheque Book Co., Toronto, and latterly the Seely Perfume Co., of Windsor and Detroit.

In after years when travelling became monontonous and a midnight train had failed to hold its charm, Mr. Flint turned his attention to selling advertising space in Toronto and some years ago was introduced to the newspaper world of Western Canada by the Manitoba *Free Press* of Winnipeg. He joined the ranks as advertising solicitor and retired while holding the office of advertising manager of the *Free Press* to go south to California to recuperate.

Returning from California to Canada he was appointed advertising manager of the Winnipeg *Saturday Post* and after serving in that capacity for a year or more, went east to Guelph, Ont., to supervise the advertising of the Guelph *Mercury*, but a longing for the West moved Mr. Flint to Nelson, B.C., to assume a like position on the Nelson *News*, and returning East to the prairie became manager of advertising on the Saskatoon *Phoenix*, from which paper he resigned to resume his old position on the Winnipeg *Saturday Post*, in which capacity he served until recently, when he was appointed advertising manager of the Winnipeg *Telegram*.

A.B.C. IN CANADA

NEW Canadian members of the Chicago Audit Bureau of Circulations are the Lethbridge *Herald;* Calgary *News-Telegram; Canadian Countryman*, Toronto; *Canadian Thresherman and Farmer*, Winnipeg; *Farmers' Magazine*, Toronto; *Hardware and Metal*, Toronto. Applications for membership have been made by the Calgary *Morning Albertan;* the Vancouver *Daily Sun;* the Toronto *Sentinel; Le Samedi*, Montreal. The application of the Stratford *Beacon* has been rejected.

A special meeting of the Bureau was held in Chicago on January 4, at which a proposed affiliation of the Audit Bureau of Circulations and the Association of National Advertisers was considered.

THIRD CLASS MAIL RATE IN U.S.A.

THE War Revenue Act of the United States does not affect third class mail matter. Circulars and other printed advertising matter of the third class may still be mailed at the regular third class rate of one cent for each two ounces or fraction thereof, unsealed. Some Canadian publishers have thought that this regulation provided for an extra cent war tax which would operate to the restriction of direct advertising, and to the advantage of newspaper advertising.

WHY THE COAL SHORTAGE

PHAIRSON MACPHERSON was a Scotchman. Also he was a coal merchant. Also he was in love. His lassie was a sensible lass, and she knew him to be the richest man in town. But she wanted to be quite sure that he had come by all his money honestly before she decided to marry him.

"Hoo is it that ye quote the lowest prices in the toon, and make reductions on them for yer freens, and yet ye make sich enormous profits?" she asked.

"Weel, it's this way," explained Phairson MacPherson in an undertone. "And ye'll be no tellin' anyone about it, wull ye? Ye see, I knock off two shillings a ton because a customer is a freen o' mine, and then I knock off two hundredweight a ton because I'm a freen o' his!"

Subscription-Getting and Getters at a Fair

The Shocking Methods Permitted by Fair Officials—Flim-flamming and Gambling Devices are Common—Subscription Forms That Leave Something to be Desired—Will 1918 Fairs Be Just as Bad?

By HARRY C. STOVEL

SAY, Mister Editor, did you ever report a district or county fair? It is one of the pleasantries (?) of life, for you have to know all about stock, etc., though you may not know the difference between a "Berkshire sheep" and a "Durham hog." Such was my experience.

Being given commission to "do" various fairs, I "have did it," and it has taken me back to the days of yore, when friend Acton Burrows, now of your city, controlled the destinies of the Guelph *Herald*, and "Jock" Mortimer was reporter for the *Mercury*. What time we then had telling the people "all about it" and giving advice! But there was no censor those days. What was written "went." Now, the reporter knows that his copy will be given the "once over" by the consequential man, called "editor," who, with long shears and blue pencil, spares not.

Often that which is the most important thing as far as the fair being dealt with is concerned is eliminated. Such was my experience. At one place, the worst butter at the show and also the best was exhibited by the same maker. On the score cards the judge wrote the reason why the makes were so different. And this was placed in the report, but the blue pencil erased it, and thus something that might have been of benefit to the community was cast aside. In another instance a word was substituted, spoiling the whole report as far as the management of the fair was concerned.

THE KING SITS ON HIS THRONE

Too many of these "editors" are like hogs on ice; they get along, but before expunging would do well to know the facts in connection with the matter at hand. Still the guy with the shears is the man, and must be recognized. He may have his coat off, glasses on, be chewing gum, or tobacco for that matter, with apparent pleasure, or be smoking the old wooden pipe—it makes no difference for the time being. And he a representative of the "fourth estate," forsooth! How "the cloth" has faded.

"I'm the guy what does it," predominates, and he does it, erasing the very kernel of the reporter's article. After a fashion the news appears something in this way: "Sam Jones was very much annoyed (even the "very much" may be knocked out) by a tomcat on the 13th. He stopped it." Fine, no doubt, to know that! But the reporter thought to do better—to do something of service, and told how the cat's voice was stilled, thinking to aid the community by telling how 'twas done even though it might have been shot. The wise guy, however, knew just how it should go, and out the advice went in a second. All that was of moment in the story was eliminated. As to the knowledge of these "editors"—it simply is beyond the ken of the ordinary reporter. The reporter, why he is simply a gatherer of news, some day he'll have wisdom!

THE accompanying exposure of representative, not to say criminal, tactics employed by a certain class of subscription solicitors is a really ghastly story—worse than many of us would have believed, had it not been written by Harry C. Stovel, a man of known probity. In calling public attention to a discreditable state of things in the West, Mr. Stovel hopes—and we all hope with him—that he is assisting in bringing to an end practices and methods that smell to Heaven and which in a court of law would receive condemnation. A responsibility would seem to rest on exhibition and civic authorities, if not on publishers, in this connection.

One believes that the recently organized Western Circulation Managers' Association will be energetic in cleaning off the fair name of the West the ugly blot which disreputable methods and men have put upon it.

A PLEA FOR THE HUMBLE REPORTER

It is the belief that it would be better to be more free with the reporter; asking him about this and that, and making suggestions. The reporter might be benefited, and, if once he became acquainted with the editor's whims and wishes, there would no doubt be economy to the establishment, as much time would be saved through avoiding the correction of copy. To ask the young fellow if this and that might not be left out would also have a tendency to get confidence. An explanation as to why certain things are left out would possibly be of profit to the reporter, if profit there is to be. Anything of the kind would be well, so that the fellow might improve.

A Smooth-Aleck gang solicitor at work "putting it over" at an Albertan Autumn fair. Read what Harry C. Stovel has to say about tolerated subscription soliciting methods in Western Canada.

You had a timely article in a recent issue as to the apprentice. Not a great deal of attention is given to him nowadays, and so it is with the reporter. The young chap is given work to do, but is not coached; but there is a great kick when his report does not measure up with the editor's standard.

So much in the way of a "spoke" for the reporter.

The trips above alluded to were interesting, and information was gained that should be of service somewhere and somehow. Northern Alberta has been up as never before, and it is a wonderful section. Story after story could be written about it, but 'twould not do for a printers' magazine—it might be of service in *MacLeans Magazine*. This by way of introduction. It leads up to what really was in my mind when I started to write, the matter of "subscription solicitation."

SUBSCRIPTION METHODS IN THE WEST

It is noticed that at Winnipeg some attention is being paid to this and it is a good thing that such action comes from there, for has not the past been full of effort along the "prize package" line, in that city? Has not paper after paper been offering pencils, fountain pens, machinery, and so on, *ad libitum*, the impression being given that there is not full value in the paper, therefore something must be offered to make good. This may not have been the idea in the mind of the managers, but it had that appearance to the business man; for if the sheet is up to the mark, it should commend itself on its own merits. That, too, Mr. Editor, is perhaps a story in itself, and could be enlarged upon to advantage. As stated before, it is good to see that some united action is being taken regarding subscription gathering.

During the various fairs in Alberta a number of young men were on the job. One could safely say that there were "gangs" of them, for at one place it was reported there were in all eleven; but the general run was five or six. They usually travelled in pairs, taking rooms at hotels this way. Sometimes a woman was along.

Arriving at the station, a rush would be made by the gang for the only hotel in the place, with result that the older ones, who could not hike it as fast, arrived to find accommodation limited, if not all taken.

At once the secretary of the fair was

visited, and solicitation made by the principal of the gang for the privileges of the press. This was of course accorded, and, if it was found that along this line the secretary was an easy mark—that he did not become too inquisitive as to what sheet was being represented—others of the gang made application for like favors, with result that they were handed out. At one place four were given. Then they started to work, not the slightest attention being paid to the work such representatives were supposed to do, that of looking into matters so that a report might be written. Oh, no,

CALGARY WESTERN STANDARD

$2.00 per Year
$1.00 for 6 Months

No. A..... Date.....

Received from.....

Address .. ..

.....Dollars

In Payment of Subscription to
The Calgary Western Standard

For..... months.
years.

.....Ageut

Important—See other side

SPECIAL NOTICE

Every authorized agent of this publication will have proper credentials—these credentials ARE ISSUED BY THIS COMPANY THE FIRST OF EACH MONTH.

There are no conditions, verbal or otherwise, binding The Calgary Western Standard other than printed on the face of this receipt, and it is accepted solely on that basis.

IF YOU DON'T GET THE FIRST NUMBER WITHIN TWO WEEKS WRITE TO

CALGARY WESTERN STANDARD

109 Sixth Avenue West
CALGARY - - ALBERTA

out that he is partial to any one paper, the name of the paper suggested may be substituted. It may end up in no go, but other times 20 cents (as was known in one instance) may be secured, "simply for postage," as was said. Receipt is given to the party and all is supposed to be over. But, during this time, the party has been marked by a second member of the gang, who later on comes up and asks to be allowed to look at the receipt which the party received. On turning it over, solicitor No. 2, says, "Why, this calls for $2 (or maybe more) and you only gave 20 cents." The extra amount asked for is

STANDARD NEWSPAPER SYNDICATE

The Greaf Farming and Livestock Weekly of Alberta

$2.00 Per Year: $1.00 for Six Months

Date.....

Received from .....

of .....

the sum of.....dollars

for.....year's subscription to

the.....

.....

If copy is not received within two weeks notify the main Office.

[See other side.]

SPECIAL NOTICE

Every authorized agent of this publication will have proper credentials—these credentials ARE ISSUED BY THIS COMPANY THE FIRST OF EACH MONTH. No agent is authorized to make any changes in the printed conditions on the face of this contract.

IF YOU DON'T GET THE FIRST NUMBER WITHIN TWO WEEKS WRITE TO

STANDARD NEWSPAPER SYNDICATE

109 Sixth Ave. West
CALGARY - - - ALBERTA

These two subscription forms are not quite the same. In one case the name of the publication, Calgary *Western Standard*, is printed on the form. In the other the name of any particular publication is omitted, and a blank space left for the filling in of the paper. Harry C. Stovel, in the accompanying article, speaks of the temptation to misuse the nameless form. Note, also, the variations and samenesses of the reverse sides of the two forms "Special Notice."

that was far from the object of the gang; there was no money in that. They at once divided up. In the earlier part of the day, the street corners were the rendezvous, and continued so throughout the day, if the authorities objected to them operating upon the fair grounds. But, if the authorities allowed it, some of them operated upon the grounds, though the heaviest operations were very often transacted outside—around the street corners, or more likely close to the feed stables.

SMOOTH ALECKS AT WORK

All and sundry may be approached, but not generally so. When what is considered an easy mark comes along one of them who will accost him in the most friendly manner, taking him by the hand, and greeting him generally as an old friend would another friend.

The tale is then unfolded. It is along the line that "We are trying to boost the "*Great Livestock Journal*" and so on. Livestock may be used if around the stable or stock ring, but circumstances alter cases with them, and other words for livestock may be substituted. The party may object to the paper named by the solicitor, in which case, if it be found handed over if the party solicited is easy, in order that trouble may be avoided. In a number of instances 98 cents was asked, and generally the solicitor makes sure to give the party canvassed 2 cents change from the dollar handed over, Thus, evidently trying to give impression that there is no idea of taking a cent more than should be. They always have plenty of coppers to make the 2 cents change.

I give you photograph of one of the party and his victim. In this instance the solicitor worked the party up well, forcing a pen into his pocket three different times. The party approached refused but finally yielded, allowing the pen to remain in his vest pocket. As the one solicited put his hand in his hip pocket to pull out money, the solicitor put his hand in his own pocket and pulled out a handful of bills.

This may have been to create an impression, or in answer to statement by the chap that he had no small change, I did not hear.

THE FLIM-FLAM GAME WORKED

Be that as it may, both individuals held out bills at the one time. Then the solicitor put his back. Upon the party canvassed handing over a one dollar bill, the solicitor took it in one hand, passing it to the left, with the right reached over and took hold of another bill, saying that it was $1.98 that was asked. The party canvassed made some objections, but "explanations" followed, and in a hurry the canvasser made off.

I was at hand all the time and did my best to snap the fellow and at the same time take in all the conversation.

Some of the other "press" representatives were close at hand running a roulette wheel, it was called, a table with numbers on (at other places quarters) around which a pointer is run, the party spinning taking the sum at which the stick points when it stops.

At one place the gang ran a prize fight, securing a couple of colored men for the "conflict" and a dollar admission was charged.

The party canvassed was accosted and asked why he paid the money over, and why, as he was bigger, he did not kick the fellow off the place. The reply received was that he did not wish to have a row. I got his receipt from him which is given you herewith. This passed off, but towards evening I was accosted by the man who had received the receipt and he told me that another party had been taken in $8; that he had handed over a ten dollar bill and received but $2 back. The provincial police were told of this, and at once called the solicitor aside and asked him about it, but the fellow gave the story that he had at first taken $8 from the party canvassed but had later given him $4 back—some such story. At an earlier hour of the day, one man was seen haggling with one of the solicitors, the latter claiming that it was $3.98 that was coming to him instead of 98 cents, as the one canvassed claimed. The latter had given the solicitor a five dollar bill, and received $1 in change,—in this case the two cents not being handed over. When asked afterward why he gave up the $3.98 or $4 the same story was received as in the former case, the desire being to avoid a row on the grounds. While I was conversing with him another party stepped up and said he too had been taken in. Talked with them both and impressed upon each the advisability of getting the name of the paper written in by the party who had canvassed them. This they tried to do, and the party having paid over the $4 raised such a row that it was agreed to refund him $2 and settle, but before this was done a train came along and the gang made off.

It looked at one time as though they were in for it at this place, and would have been if there had been a constable around. The first party stated that he did not know what paper he was subscribing for, saying that he did not want any, as he could not read or write English. The second party gave the name of the paper he called for, and later, the first party said he was subscribing for the same. Look at the difference in the receipts. One you will find printed on print paper, with a blank left for the name of the paper, in which might be put that of a sheet away in Honolulu if it was found that it would draw the coin. Was informed that they even "obliged" by taking postage from those who wished to receive government report publications.

A GANG OF DIMENSIONS

There are a host of these men, unless they travel under aliases, and this it is believed is done by some. I have 18 dif-

ferent names as taken at different places. There have been more solicitors than this, but perhaps it is not right to put them all in the same class, but mingling together gives the impression that they are all of the same outfit. It may, of course, be that they are being misjudged, but there is something shady about the whole business. It does not look right, and the everyday newspaper man cannot figure out how half a dozen canvassers at one place can be made to pay. Take them at $2 per day, say six of them—$12; the same for board $12—$24 alone for one day's canvassing at a fair with at the most 2,000 men, women and children in attendance. To the $24 there must be added a like sum for transportation. In all about $50, which is a low estimate; and then nothing is taken into account for overhead charges. It would look as though subscriptions were of no value, even in these days of high-priced paper.

THE EVIL THAT MEN DO LIVES AFTER THEM

It appears fishy on the face of it, and I believe it should be guarded against. If not, when the legitimate canvasser appears upon the ground he will be placed in the same category, and prospective customers will have nothing to do with him. Such has been experienced by one of the regular road canvassers of a leading daily. he has been refused cash, the party wishing to subscribe saying that, as he had been taken in by some canvassers, he was going to send the money in direct.

This has been given you in the hope that benefit may arise. Have tried to boil it down, but could not very well and give you the facts. There is now a full year ahead, and before the opening of the fair season in 1918 some united action should be taken by the newspapers to put a stop to the dirty work. The publishers should get together and make such representation to the fair authorities as would place them in a position to know exactly who legitimate canvassers were.

PORTRAIT STATIONERY FOR WOMEN

THE introduction of a new style of correspondence paper for women affords an opportunity for the enterprising printer to introduce and push the sale of this novelty, either direct to the users or through the stationery trade.

This new stationery has a small halftone portrait of the writer printed on the upper left hand corner of each folded sheet of paper. These pictures may be oval, oblong or cut to a hexagonal shape. They are extremely attractive, taking the place of monogram or name and address.

The portrait stationery should quickly become popular wherever it is properly introduced. The paper selected for this purpose should be preferably some linen finished stock of moderate cost, that can be purchased flat, with envelopes to match. The portraits are printed from half-tones, either zinc or copper, of about 120-line screen, and it has been found that the cheaper linen finished writing papers are so soft that this screen will print well without mashing down the linen finish of the paper. Brown, dark green or dark blue ink looks well.

A popular price for this new stationery would be $5, this including making the printing plate and furnishing the imprinted paper and envelopes to match, a box of eighty-four or 100 sheets and the same number of envelopes.

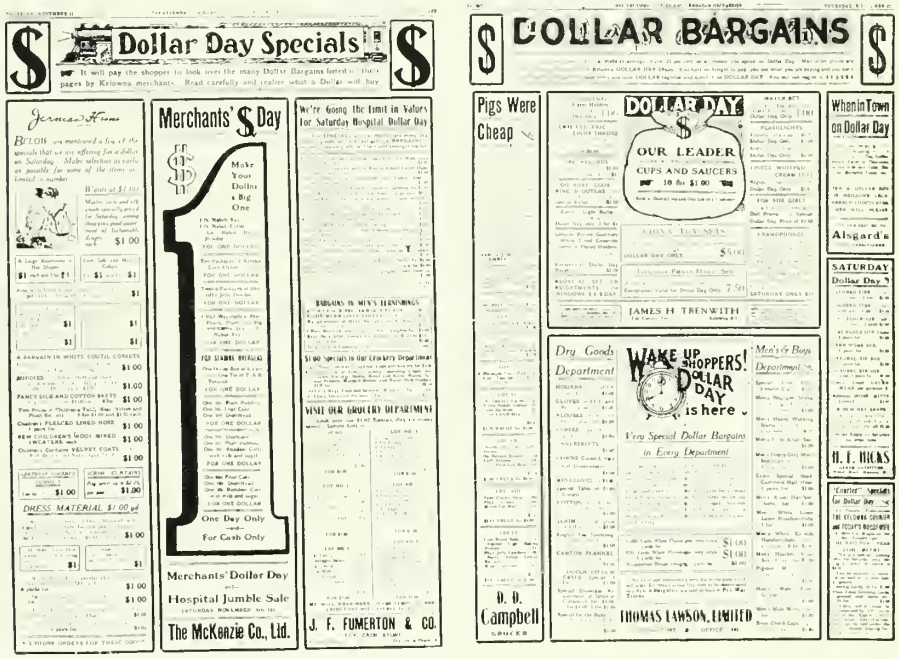
PUBLISHERS' DOINGS

The London *Advertiser* made the Christmas gift buying idea yield it special advertising.

The Goderich *Signal* produced a 16-page issue last month, described as a Christmas Shoping Number.

The Goderich *Star* had a page of advertisements assembled under the heading, Christmas Shopping Directory.

The greater part of four pages in the Lindsay *Watchman-Warder* on December 20 was occupied by special Christmas advertising.



These two pages appeared in a single issue of the Kelowna (B.C.) *Courier*. As an advertising achievement, the two pages are very creditable. It is, however, the typographical handling of these two pages that has led us to reproduce them. The composition is by Frank Dibb, all-round printer in a 2-man shop.

The Brantford *Courier* went to 40 pages in its issue of December 15. Christmas and the general election explain the enlarged size.

The Saskatoon *Star* has a Calendar Idea which produces advertising. This idea is illustrated photographically on this page.

The Vancouver *Daily Province* developed a page of advertising on the idea Exclusive Shops that Serve Discriminating Shoppers.

The Orangeville *Banner* of December 13 consisted of 16 pages. It was described as an Early Shopping Edition. Plentiful advertising made necessary the 16 pages.

The Truth About Canada aimed to do in Montreal and Quebec what the *Grit* strove to do in Ontario and Toronto. Both sheets were pro-Laurier with a vengeance.

The Christmas *Echo*, published by A. Talbot & Co., London, was this year, as usual, a very attractive issue. Indeed, this year's issue seems to surpass previous ones.

The Hamilton *Herald* is publishing, in serial form, the tale of a wounded Canadian officer, who was a German prisoner. The series of stories by this writer will number 28.

The Estevan *Progress* developed a page of special advertising on the idea of greetings from local merchants. A sprig of holly illustration gave the right touch to each advertisement.

Canada's Jubilee suggested a number of illustrations and literary features. The paper and press work were extra fine, and the duotone illustrations were well done. The issue sold at 15 cents.

The Kingston *British Whig* produced a 56-page issue on December 15, in eight sections. It was a Christmas shopper's issue, and made seasonable by numerous Christmastide special literary features.

The Kingston *Daily Standard* undertook to provide a bumper Christmas dinner for Canadian soldiers who have done their "bit" for country and civilization. Donations and promises were received from citizens.

The Fort William *Times-Journal* jacketed itself in a cover in red and green in its issue of December 15. The front page featured a happy Santa Claus. Christmas gift suggestions inspired the issue.

The Oshawa *Ontario Reformer* on December 21 added a four-page supplement to its regular issue, of coated paper, printed in green ink; three full pages were made up of special Christmas advertising.

The St. Catharines *Standard* gave up a whole section in its issue of December 5 to political editorial copy, with numerous portaits of members of the Union Cabinet and of others prominent in the political controversy.

The Welland *Telegraph* issues every year a calendar of special local interest. The 1918 issue will commemorate Welland's accession to the status of cityhood (1917), and will carry numerous portraits, recent and reminiscent.

In Dodsland, Sask., a place something smaller than a metropolitan centre, the *Prairie Times*, the local paper, flashed the returns, on election night on to a

screen in the town hall by a moving picture machine. Enterprise, surely.

Increases made in circulation by the London *Advertiser* as a consequence of its political attitude (it favored the Laurier policy) now enables that paper to announce that it has the largest circulation of any daily in the Province of Ontario outside of Toronto.

Canadian Machinery's Annual Review Number for 1917 was the largest publication (number of pages) ever produced in Canada. It contained 432 pages. This issue is an index to the prosperous conditions of industry in Canada. B. G. Newton is business manager, and Peter Bain, M.E., is editor, of this publication.

The *Farmer's Advocate*, London, produced, as usual, a fine Christmas number. The cover design was in three-color process plates, and was an original painting by Norman Price, a Canadian artist resident in New York. This issue contained 100 pages and was enriched by numerous interesting illustrations and special articles.

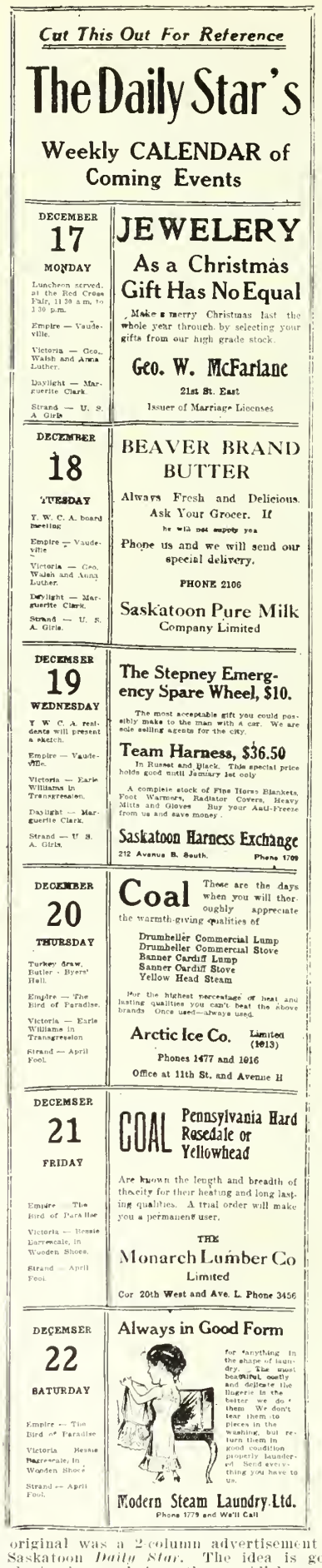
The London *Evening Free Press*, in its issue of December 1, carried four pages of special advertising, comprised under the general idea of Give Something Electrical This Christmas. Getting four pages of special electrical advertising was a notable achievement. One wonders if it has ever been exceeded in Canada. It is the triumph of an idea.

The Kelowna (B.C.) *Courier* in a recent issue carried two pages of Dollar Day advertising excellently treated from a composition point of view, and creditable indeed in a place of 2,500 population with the advertising shared by two papers. *The Courier* establishment is a two-man shop—T. S. Ruffell, manager, and Frank Dibb, lino-operator and compositor.

The Christmas Number of the New*foundland Quarterly*, issued by John J. Evans, printer, was attractive and larger than usual. A sepia ink was used an a good quality of stock. The contents had to do with Newfoundland's regiment, illustrated with many portraits; the heroic dead; biographies and portraits of local notables; and studies of out-of-door places and sports.

An illustration of the way in which Halifax is recovering from the terrific shock and setback of December 6 was seen in the New Year's edition of *The Halifax Herald*, which is one of the finest New Year's editions ever published in Eastern Canada. When it is borne in mind that the plant of this paper was put out of commission by the great explosion, the quality of the 40-page issue, with its three-color cover, its wealth of illustration and articles relative to the resources and industries and general life of the Province of Nova Scotia is an evidence of the city's recovery and of the enterprise of the publishers of this live paper.

Signatures to a cable defining their political views, and addressed to Lieut.-General Sir Arthur Currie or Acting Commander Canadian Corps in France, and General Turner, Commander Canadian Troops in England were: Stewart Lyon, Toronto *Globe;* J. W. Dafoe, Winnipeg *Free Press;* J. E. Atkinson, Toronto *Star;* G. Fred. Pearson, Halifax *Chronicle;* E. W. McCready, St. John *Telegraph;* Cal. Davis, Hamilton *Times;*



Cut This Out For Reference

The Daily Star's

Weekly CALENDAR of Coming Events

DECEMBER **17** MONDAY

Luncheon served at the Red Cross Fair, 11.30 a.m. to 1.30 p.m.
Empire — Vaudeville.
Victoria — Geo. Walsh and Anna Luther.
Daylight — Marguerite Clark.
Strand — U. S. A. Girls.

JEWELERY
As a Christmas Gift Has No Equal
Make a merry Christmas last the whole year through by selecting your gifts from our high grade stock.
Geo. W. McFarlane
21st St. East
Issuer of Marriage Licenses

DECEMBER **18** TUESDAY

Y. W. C. A. board meeting.
Empire — Vaudeville.
Victoria — Geo. Walsh and Anna Luther.
Daylight — Marguerite Clark.
Strand — U. S. A. Girls.

BEAVER BRAND BUTTER
Always Fresh and Delicious. Ask Your Grocer. If he will not supply you
Phone us and we will send our special delivery.
PHONE 2106
Saskatoon Pure Milk Company Limited

DECEMSER **19** WEDNESDAY

Y. W. C. A. residents will present a sketch.
Empire — Vaudeville.
Victoria — Earle Williams in Transgression.
Daylight — Marguerite Clark.
Strand — U. S. A. Girls.

The Stepney Emergency Spare Wheel, $10.
The most acceptable gift you could possibly make to the man with a car. We are sole selling agents for the city.
Team Harness, $36.50
In Russet and Black. This special price holds good until January 1st only
A complete stock of Fine Horse Blankets, Foot Warmers, Radiator Covers, Heavy Mitts and Gloves. Buy your Anti-Freeze from us and save money.
Saskatoon Harness Exchange
212 Avenue B. South. Phone 1709

DECEMSER **20** THURSDAY

Turkey draw, Butler - Byers' Hall.
Empire — The Bird of Paradise.
Victoria — Earle Williams in Transgression
Strand — April Fool.

Coal These are the days when you will thoroughly appreciate the warmth-giving qualities of
Drumheller Commercial Lump
Drumheller Commercial Stove
Banner Cardiff Lump
Banner Cardiff Stove
Yellow Head Steam
For the highest percentage of heat and lasting qualities you can't beat the above brands. Once used—always used.
Arctic Ice Co. Limited (1913)
Phones 1477 and 1616
Office at 11th St. and Avenue H

DECEMSER **21** FRIDAY

Empire — The Bird of Paradise.
Victoria — Bessie Barrescale, in Wooden Shoes.
Strand — April Fool.

COAL Pennsylvania Hard Rosedale or Yellowhead
Are known the length and breadth of the city for their heating and long lasting qualities. A trial order will make you a permanent user.
THE
Monarch Lumber Co Limited
Cor 20th West and Ave. L. Phone 3456

DECEMSER **22** SATURDAY

Empire — The Bird of Paradise.
Victoria — Bessie Barrescale, in Wooden Shoes.
Strand — April Fool.

Always in Good Form

for anything in the shape of laundry. The most beautiful, costly and delicate lingerie in the better we don't them. We don't tear them to pieces in the washing, but return them in good condition properly laundered. Send everything you have to us.
Modern Steam Laundry Ltd.
Phone 1779 and We'll Call

The original was a 2-column advertisement in the Saskatoon *Daily Star*. The idea is good enough to be used by other publishers, so *Printer & Publisher* passes it on—without sanction of its author.

T. H. Preston, Brantford *Expositor;* W. F. Kerr, Regina *Leader;* W. J. Taylor, Woodstock *Sentinel-Review;* J. I. McIntosh, Guelph *Mercury;* W. M. Davidson, Calgary *Albertan;* J. G. Elliott, Kingston *Whig;* W. E. Smallfield, Renfrew *Mercury;* H. T. Blackstone, Orillia *Times;* H. J. Pettypiece, Forest *Free Press;* H. B. Donly, Simcoe *Reformer;* H. P. Moore, Acton *Free Press;* Howard Fleming, Owen Sound *Sun.*

The Kingston *Daily Standard* had in one of its ears in its issue of December 15, "108th year, 9 sections, 64 pages." Not another newspaper in Canada could have printed three items of such magnitude. One section was devoted to a study of the industrial growth of Kingston. Kingston's record as a military centre was the theme of a chapter. Full page advertisements were numerous. An illustrated section on a fine quality of paper and several full page illustrations contributed to the interest and triumphs of this issue. The publishers believe that this special pre-Christmas issue was the largest number ever issued in Ontario. The whole paper was a big advertisement for the city and district. The overseas mail was exceptionally heavy, friends of men "over there" being anxious to send them copies, while the local demand slackened only when the last copies were disposed of.

THE VETERAN

The Veteran, the official organ of the Great War Veterans' Association of Canada, has made its initial appearance at Ottawa, and will be issued monthly. *The Veteran* announces that while devoting its attention to the problems and news which interest returned soldiers, it will be strictly independent, and will support all policies of sane reform and enlightened progress. It declares that its aim is to become a healthy national force, and perpetuate in civil life the spirit of idealism which took the Canadian army overseas. The first number contains a lengthy foreword setting forth *The Veteran's* ideals and aims, and, mainly on the ground of the necessity for the Military Service Act, gives support to the Union Government. In its first issue *The Veteran* has articles on "Problems of Demobilization" and "Pensions." The contributors include a number of returned soldiers.

DODSLAND DOING ITS BIT

FORTY-THREE babies were born in Dodsland during the past year.

Of course, the babies belong only to the married folk.

Incidentally there are forty-three male inhabitants in Dodsland.

According to modern arithmetic these figures pan out at one baby per male inhabitant—married and unmarried.

Many of them were born in the hospital and belong to people outside Dodsland.

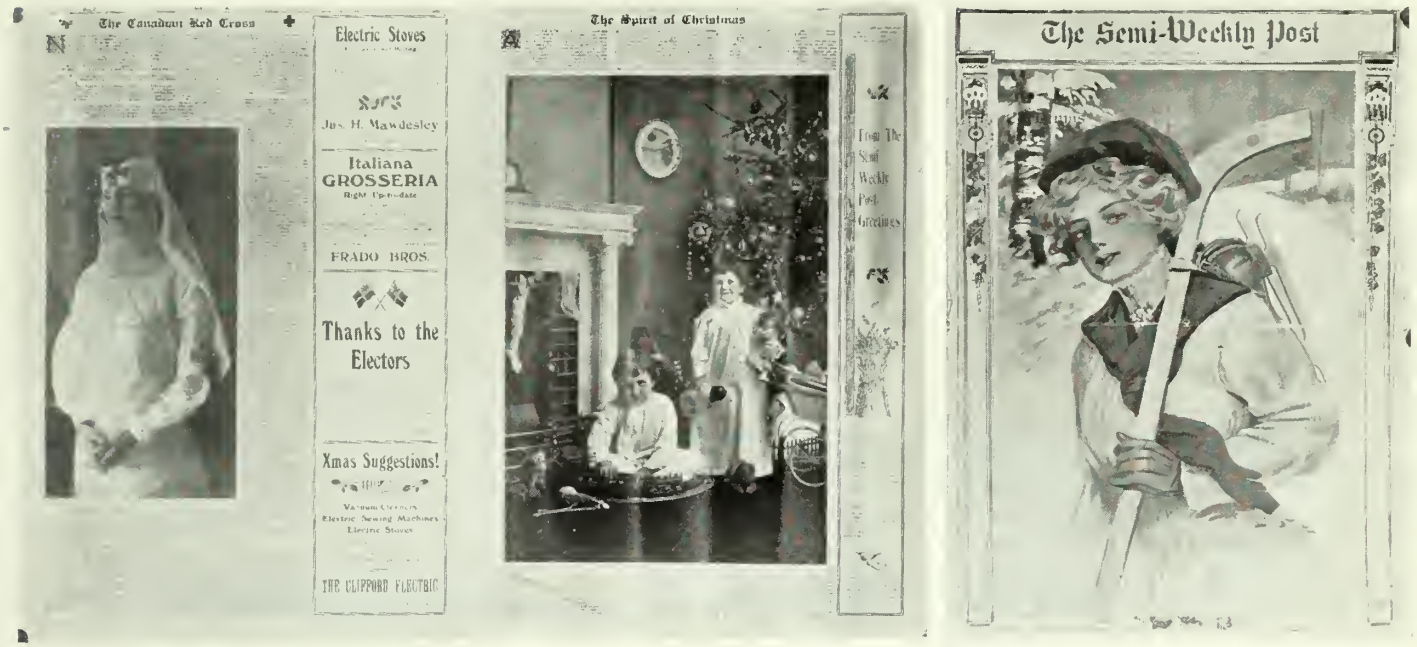
There have been no marriages in Dodsland during the past year for the simple reason that the local pastor has no marrying privileges. Several marriages occurred, however, on the mail order principle.

* * *

(The above local survey by Stanley Beck, published in his paper, the Dodsland *Prairie Times*, shows that the editor has a news nose—probably developed on the Winnipeg *Telegram.*)

A CHRISTMAS STORY

In your last issue you ask for conversational talks from readers along any craft line, and the spirit moves me, feeling rather triumphant over a recent office accomplishment, to accept the invitation so kindly thrown out by you. By this mail I am sending you a copy of our Christmas edition, consisting of a pictorial ready-made, bought in the usual way, in which is printed local advertisements. Nothing very special in the get-up itself, but in the getting out of the issue we did things—we think we did things.



Front and two inner pages of the Christmas pictorial syndicate section of the Thorold *Semi-Weekly Post*, the story of whose use and preparation is told on this page.

Owing to the elections, and several local matter which had jammed us right up to Christmas almost, we had decided that the sheets would have to be kept for another Christmas; but Wednesday night, December 20th, we discovered that the historical character of it would be so out of date next year as to make it flat, at least, and would require awkward explanations.

So this is what happened: Thursday morning at nine o'clock we started the canvass among our clientele, and so smoothly did things work that exactly twenty-four hours later we were mailing the completed sixteen-page paper, consisting of the eight-page pictorial, on which we had to print on seven pages; our usual Friday ready-print; and our local side of the latter—three press works, set the Christmas special ads, all regulars, make up ten pages, prepare such copy, etc. The staff consists of the manager-editor, the foreman, the Intertype operator, one two-thirder, and one chore-girl. The two latter were sent home at ten o'clock at night. The Intertype did not get out the news part of the job until 3 p.m., being up to that on a weekly stunt for another shop. The editor was necessarily absent at Welland attending a wardens' supper after seven o'clock. Of course, overtime work was put in—just how much ask the paymaster. But all hands got some sleep, and were on deck next morning in fairly good shape. We made a record for the office, and saved the wasting of a good pile of fine paper, made a little money, pleased our readers, and—well, we have decided we are "it" for a successful get-it-out-quick job.

Aside from all this shop stuff, we are more than surprised that any one has said that PRINTER AND PUBLISHER is not worth what is charged for it to any practical Canadian newspaper man, or even job printer. It has come into this office constantly since the second year of its publication, away back in the dim and hazy past, and we do not see how it could be otherwise. Its monthly visits would certainly be missed a lot if anything should happen to it, and the objectors referred to would have to be appealed to for a suggestion as to what would take its place.

JOHN H. THOMPSON,
Publisher and Editor, the
Thorold *Semi-Weekly Post*.

* * *

Who says the above is not a tip-top letter? And is there anyone able to tell a better story of nerve, hustle and accomplishment? In the 8-page Pictorial Section referred to by Mr. Thompson there were 19 different advertisements, only one of which was plate matter. These 19 advertisements occupied 13 columns.

The reference to the value of PRNTER AND PUBLISHER in the latter part of Mr. Thompson's letter was a consequence of a remark in our December number by a non-renewing subscriber who alleged that PRINTER AND PUBLISHER was not very valuable to a job printer. If we have lost one subscriber, we certainly have been compensated by the fine tribute from a man who has been a loyal and appreciative subscriber for 25 years, and whose good-will and interest—and sense of debt—continue unabated to this day. May we have Mr. Thompson with us for another 25 years!

CHRISTMAS GREETINGS

PRINTER AND PUBLISHER was made the recipient of many good-will greetings from business firms and private individuals in whom the spirit of neighborliness has a permanent abiding place, and who use the occasion of Christmas to give expression to what is in their hearts.

PRINTER AND PUBLISHER reciprocates with all heartiness and sincerity the cordial messages of good-will received from the Gazette Printing Company, Montreal; H. B. Muir, the *Free Press*, London; Harry W. Leggett, Ottawa; the Mortier Company, Ottawa; La Cie D'Imprimerie Commerciale, Quebec; W. S. Marson, the Montreal *Daily Star;* Harry Stovel, Edmonton; M. J. Patton, the Commission of Conservation, Ottawa; the Rolland Paper Company, Montreal; the Alling & Cory Company, Pittsburg; Thorton Purkis, Toronto; The Fred W. Halls Paper Company, Toronto; the Stone Printing & Manufacturing Co., Roanoke, Va.; A. H. McQuithin; the Merganthaler Linotype Co., New York; the Acme Machine Tool Co., Cincinnati; Calvin Martin, Peabody, Mass.; Stewart R. Alger, Tweed *News;* George F. Eberhard Company, San Francisco; A. R. Littlebury, Calgary; John Martin Paper Company, Winnipeg; Western Canada Circulation Managers' Association, Winnipeg; W. R. Givens, Kingston *Standard;* J. S. Crate, Managing Editor, *The Evening Journal*, Ottawa; Dodd-Simpson Press, Montreal; Artprint, New York; United Paper Mills, Toronto; H. G. McCrea,, the Hanna *Herald;* the Whitaker Paper Company, Cincinnati; Charles Edward Peabody, Ottawa; Croft & Wright, Toronto; Sinclair & Valentine Company of Canada; A. L. Barrett, the *Western Star*, Curling, Newfoundland.

CHRISTMAS ISSUES

A NUMBER of Canadian newspapers, weeklies chiefly, included in their nearest-Christmas issue a two-color supplement, on coated paper, enriched with numerous half tone and duotone illustrations, and containing special literary matter of interest and merit. Subscribers assuredly appreciate this compliment to them.

FAST PRINTING PRESS

A PRINTING press capable of handling four separate jobs at once, and feeding stock that varies in thickness from thin tissue to four-ply cardboard, has been introduced in this country, and is described and illustrated in the December *Popular Mechanics Magazine*. It is said to do three-color process work as well as cylinder presses, and produces solid tints that show no mottling. It will turn out from 2,500 to 3,200 impressions an hour, the speed depending, of course, upon the class of work in hand. The feeding device is capable of four sub-divisions and permits two different thicknesses of paper to be run at the same time. Delicate regulation of the suction force obviates the chance of more than one sheet of paper being fed at once when tissue is used. Two gripper arms convey the printed sheets from the platen to the delivery board, where they are jogged into even stacks.

TYPOGRAPHY HELPS—JUST HELPS

THE chief advantage of printed salesmanship over personal salesmanship is that with the former you can talk to millions, where with the latter you cannot, without making the cost prohibitive.

Printed salesmanship does not mean mere printed matter. It means just what it says—*printed salesmanship!*

You can't make a salesman by dressing up a bum and handing him a satchel.

Before a man can be called a *salesman* he must know how to extract orders out of people who at first wouldn't listen to him.

A *salesman* knows how to win attention, create interest, present proof, convince and get the name on the dotted line.

A person who goes around with an order pad in his hand and can't do that is a pest—not a salesman. He is not even an order-taker, because order-takers stay behind the counter—where they belong.

You can't take an advertisement that has no salesmanship in it, and then, by simply dressing it in beautiful typography, make it convincing.

Good printing, of course, will help printed salesmanship, just the same as a clean shave, spotless collar, polished shoes and pressed suit will help personal salesmanship. But if the message itself is weak it might just as well never have been written.

Typography is the *enunciation* of printed salesmanship.

If the enunciation is good, the message is more easily understood. If the idea expressed is a *good* idea, attractive typography or enunciation will make its *goodness* quickly apparent. Also, if the idea expressed is a *poor idea*, good typography will make its *poorness* quickly apparent.

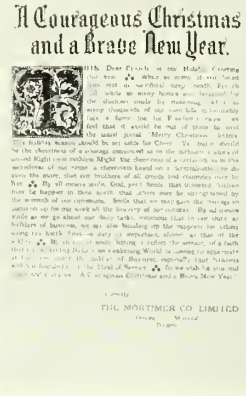
In other words, a skilled typographer can arrange his type so that the advertisement will more surely catch the eye and be more easily read—but if the story is not interesting or convincing, no profitable result can be achieved.

Persons who have tried direct advertising and then said it didn't work, *even though well printed*, have probably sent the office girl to do the work of a salesman. The girl may have been pretty to look upon, but that doesn't sell goods. She must also talk—and talk like a salesman.

These unsuccessful direct advertisers imagined that they could dash off in a few minutes a talk that an experienced advertising man would spend a day upon—and that by a typographic miracle the printer could transform it into a strong puller.

—and maybe the printer said he could. Some printers who know little about resultful advertising have a habit of thinking that the way the job is set determines the way it will pull.

I have seen compositors on large newspapers gather around and compare advertisements—*and they never thought of reading the message.* The appearance was all they considered. Never was the most simple ad. referred to as the winner. It was always the one with the most intricate and difficult composition. —*Gage's Readings.*


A Courageous Christmas and a Brave New Year.

Front and inner pages of handsome Christmas greeting card issued by the Mortimer Company, Ottawa.

THE PURPLE MASK
THRILLING DETECTIVE SERIAL
Begins Tonight, at Dodsland Town Hall, 8 p.m.
PRAIRIE TIMES
PUBLISHED at DODSLAND SASK
Saturday, Dec. 22, 1917
No. 17
Myers Rolls up Huge Majority; Seward Wins in Only Six Polls
A Pleasant Christmas -- to Printer & Publisher -- and a Happy New Year
Councillor McLeod Prosecuted; Former Councillor Lays Charge
One Baby for Each Man Here
AMUSEMENTS
Quick Election Returns Given
Uses Long Distance to Telehone Merchants Only a Block Away
Christmas Church Schedules

Quite the most personal Christmas greeting that came to PRINTER & PUBLISHER was from the Dodsland *Prairie Times*, of which Stanley Beck is publisher and editor. The greeting to PRINTER & PUBLISHER, as shown at the top of the centre columns was, in the original, in red, and so stood out in an attention compelling way. Stanley Beck is nothing if not original and forceful. His compliment to PRINTER & PUBLISHER is thoroughly appreciated, and his good wishes very cordially reciprocated.

Pointed & Pointless

By SIX-POINT BILL.

THE Carrier Boys' New Year's address! It revived old memories New Year's morn. Nothing was more welcome. My favorite morning paper was late. I guessed the reason. It would arrive before the morning passed. What was a few hours' wait? Some people had waited for me in years that are passed. Why should I, too, not pass the good turn along? He came, the carrier boy. One arm in a sling, but all smiles, bright as the sun that frosty morning. We were partners. I had a few broken slats in the side from which the Good Book says Adam got the gentle touch. Sure, I had a quarter ready. "Thank you," the address, and he was gone.

* * *

Perhaps some of the "boys" of other days will read this. Thoughts will flash back o'er the years. The smiles, the half or quarter dollars, and the encouraging word that lasts for the allotted span of years. The stinging word lingers with its bitterness, too—the tight-wad is not forgotten. The boy's estimate of the man is generally right and life proves it.

* * *

Speaking of tight-wads the other day a few of us in middle-life gathered in the establishment of another. We swapped stories through the smoke. The manager, and third owner of this successful manufacturing plant, related his experience. He had carried the town weekly through storm and rain and snow across fields a half mile off the regular route. This budding lawyer, afterwards a supreme court judge, counted out eight cents. The boy would not take them. He simply handed the coin back with a "thank you." This boy knew the lawyer could easily afford a hundred times that amount and never miss it. But it was worth a quarter anyhow. This lawyer was a candidate for the Federal House, some years after, when the carrier boy had grown to manhood The carrier boy did his bit to defeat him, and along with other voters succeeded. The carrier boy had his measure. The memory of the tight-wad still lingers with this successful, big-hearted business man of to-day, whose gifts to charity and good causes make some men wonder.

* * *

Another of the group, the representative in his territory of the biggest house in the line, related his experience. One man particularly left his impress. He was a Scot—more correctly from Aberdeen. The Aberdonian had witnessed another citizen pass a half buck to the carrier boy for the address —and for good service during the year. When the Aberdonian had read the address, using the boy's valuable time, he pronounced it as "ver' bee-autifu'," and then proffered sound advice to the laddie about saving the "siller" the other citizen had given him. But he failed to come across himself. The Aberdonian was a hypocrite and the boy knew it. The world found the boy's estimate correct some years after this incident. You can't fool a carrier boy or a watch-dog.

* * *

The printing ink manufacturers of the United States have decided to stop rebating This means in common talk—they will not grease the paw that fed them. The ink men suffered most from their own crookedness. The very fact that they handed money over to the purchasing agent or to the foremen of the pressrooms for the favor of having their own particular make of ink used was a dishonest act, and originated with themselves. There is no denying the fact that someone paid for the rebating and it was not the inkmen. The customer paid. The bribe for it was nothing else—was the work of the inkmen. I have heard it hinted that such was practised in Canada. I have at the expenditure of some time and pains run the stories to earth and found that so far as this country is concerned, the "talk" was set in motion by dissatisfied salesmen who failed to get the order for ink from certain firms and were cowardly enough to blame the honest employee for their lack of salesmanship. But, to get back to the business crook: Men who sit at managers' and presidents' desks are the real culprits. No traveler will put money out of his own pocket to make a sale. The reptile fund is furnished and OK'd at the managers' desks. Get the big crook and you get all the smaller ones in the same net.

* * *

A writer in the *American Printer* talks of imprints, and quotes a namesake of mine as to the law and the practice "hover 'ome." When we used to "kick" Gordon presses, fly the frisket, or apply strong-arm methods to the country Campbell press, the imprint on the auction sale bill simply read "Presses of the Blizzard, Summertown, Spring County," so the reader would not get it mixed up with another Summertown fifteen hundred miles away, and to which mail stages ran every six months. Then when we got a three horse-power upright steam engine, our sign and imprint changed to "Steam Presses of the Blizzard." And I tell you we were right in town, especially if the other office in Summertown was still operating a Washington hand press. We were just as much "up" on ourselves as the little boy was with his first pair of copper-toed boots with the red tops.

When I think now of that imprint and the steam presses, and the auction bills and the horse bills—I sigh and sigh deeply for the days that I am sure will never return. And I'm glad of that. But an imprint is another thing. Why should not the printer of to-day use an imprint of his own design as the master-printers did when printing was an art and not an advertising dodger—perhaps basking in the name of a paper?

* * *

The suppression of a newspaper, no matter what its politics or professions are, so long as they do not corrupt the public morals, should be regarded by the press of Canada as a serious slip. The *Grit* newspaper, printed in Hamilton, alleges that an issue was suppressed before publication by the orders of the Minister of Militia. This is such an unusual occurrence in British countries that it calls for more than passing notice by the newspapers of this country. If, as alleged, the paper was suppressed because of something it intended to publish, it makes the alleged act all the more serious. I have nothing to say for or against the politics of this paper. The freedom of the press is at stake. How a newspaper could be suppressed for something it had not done is beside my comprehension of the rights of the press. If its editor or publisher incited sedition or rebellion, then the responsible party or parties should be placed before what are called British courts. It is altogether likely that the Minister of Militia will be asked for explanation in Parliament. The press of Canada should accord the question frank, fearless discussion, free from party bias. The history of the freedom of the press is the history of the freedom of the people. The *Times* won the freedom of the press by disregarding acts of Parliament—and the London *Times* is the world's greatest newspaper to this day. The freedom of the men of England soon followed the Chartist demonstration, the two Reform Bills and the ballot.

* * *

The Minister of Militia may have secured legal opinion before he took the step of suppression. He may have been within his rights as a Minister of the Crown, given him by Statute or Act of Parliament. If such is the case, the people or press are not in possession of that knowledge. And if such laws are on the Statute books of Canada, the press should insist that they he amended. There is no telling when suppression will break out again.

* * *

The power of the press was never more clearly demonstrated than in the recent election for the Federal House. With but three exceptions in Western Ontario, the daily newspapers of this province supported the Government of the day. The daily papers of the Western provinces, with but two exceptions, supported the Government candidates. In Quebec, the French press, with but a single exception, supported the Opposition. Results: a nearly solid Ontario for the Government, the same in the Western provinces, and Quebec solid for the Opposition, with the exception of three seats. Strange as it may seem, this power of the press will not make for national solidity. If the people of the English-speaking provinces could read the French press, or if the people of the French province could read the English press, perhaps there would be no solid blocks to retard the progress of the country. To be perfectly fair, there are a far greater portion of the French people who can read English newspapers than there are English-speaking people who can read French. If each could understand the viewpoint of the other, things would be different. But then, what about the politicians and the newspapers, too, that have kept Canadians apart for gain?

PUBLICATIONS RECEIVED

CANADA AND THE WAR. Edited and compiled by Albert Dennis, Winnipeg, with cover symbolic design by Mrs. Dennis.

This is a compilation of patriotic gems from men and women all over the Dominion. The publication is dedicated to the memory of Mr. Dennis' nephew, Capt. Eric R. Dennis, son of Senator Dennis, publisher of the Halifax *Herald*, who fell in action at Vimy Ridge.

The compiler of this publication has an excellent idea, and PRINTER AND PUBLISHER compliments him sincerely on his enterprise in producing his booklet; yet candor requires one to say that on its typographical side the publication could easily and greatly be improved, and it is hoped that issue No. 3 (the 1st issue was published in 1916) will be better done, since the idea deserves a more pleasing vehicle of expression.

Lt. Rodolphe Girard, a well known newspaper man, formerly translator in the House of Commons, who went overseas with some forestry reinforcements six months ago, has received the French War Cross for bravery under fire on the French front.

Subscription Rates of Canadian Newspapers

The Upward Trend--Only a Few Remain at 1 Cent—More Weeklies Adopt Higher Rates—MacLean's Magazine Becomes $2.00

DAILIES

SINCE the opening of 1917 there have been many changes—all of an upward tendency—in the subscription rates of Canadian daily newspapers. In that comparatively brief space of time at least 33 have advanced single-copy or mail rates.

Of 131 dailies listed (comprising both morning and evening papers), only 26 now remain at 1c. for single copies; 68 are at 2c.; 36 charge 5c.; and one has not reported its rate per single copy.

Classified into districts, it appears that in the Maritime Provinces only 3 remain at 1c.; and 23 are 2c.; 7 of these being morning papers.

Of the 16 listed in Quebec, 1 morning and 9 evening papers remain at 1c., while 3 morning and 3 evening papers are 2c.

Of 56 in Ontario, 13 are yet at 1c., all evening papers; while 8 morning and 31 evening papers are 2c.; and 3 in the northern and north-western part of the province are 5c., these 3 all being evening papers.

West of the lakes, all single copies are 5c.; 1 morning and 22 evening papers all reporting that price.

Interesting also will be found the rate for mail subscriptions. The "dollar daily" is now almost extinct, only one still adhering to that rate—that one being an evening paper in the Maritime Provinces; and it is, or was, only a four-page paper. While one daily also in the Maritime Provinces has the rate of $1.50, it also is an evening paper; 1 morning and 4 evening papers down by the sea are $2; 1 morning and 3 evening papers, $2.50; 3 morning and 4 evening, $3; 1 morning and 3 evening $4; 2 morning and 2 evening papers, $5.

In Quebec, 2 evening papers are $2; 1 is $2.50; 2 morning and 1 evening are $3; 2 evening are $3.50; 1 morning and 1 evening, $5; and 1 morning, $6.

In Ontario, even the $2 paper has departed, so far as morning editions are concerned, though 9 evening papers yet remain at that rate; 7 evening papers are $2.50; 5 morning and 26 evening are $3; 1 morning is $3.50; and 3 morning and 3 evening are $4.

In the Western Provinces 1 evening paper is $2; 5 morning and 7 evening are $3; 4 morning and 11 evening are $4, and 2 morning and 3 evening are $5.

WEEKLIES

Two more Wellington County papers have announced the adoption of the $1.50 rate—The Erin *Advocate* and the Elora *Express*, the latter putting the new rate into effect on November 15.

Four Huron County papers to recently come in line with regard to the $1.50 subscription rate are: Goderich *Star*, Goderich *Signal*, Clinton *News-Record* and Clinton *New Era*. There would seem to be no doubt but that all of these papers will meet with excellent success in this very reasonable move.

In the West also there are several additions to the list of wise publishers:

The *Standard*, Kisbey, Sask., which has never sold for less than $1.25 per annum, definitely decided to put the $1.50 rate into effect at the beginning of the new year, and it is understood other papers in the district are giving the matter their consideration.

Coronation Review, Coronation, Alta., increased to $1.50 after November 30th, 1917.

Le Pas Mehrold and Mining News, Le Pas, Man., was a pioneer in the increased price movement. It transpires that it put the $1.50 rate in force two years ago.

The Carlyle, Saskatchewan, *Herald* made the change to $1.50 on May 1st.

MONTHLY

MacLean's Magazine, starting with the January issue, 1918, will be $2 per year. This is an increase from $1.50.

RAISES SUBSCRIPTION RATE

COMMENTING on its intention to raise its subscription price to $1.50, the Smith's Falls *News* says: "The increased cost of everything in connection with printing and the continued advance of paper makes the step absolutely necessary. The dollar a year paper has practically disappeared from Ontario, and the *News* has stood out to the last against the increase hoping that conditions might change, that would permit the old rate to be continued, but instead of the cost falling it has persistently advanced and to offset a financial loss the change is now compulsory. Unlike other papers that have increased their rates and made no improvement in the article they sell, the *News* intends to spend the larger part of the extra subscription receipts on special and exclusive features and news service, making the paper worth considerably more than the price asked for it. In the past year it has made decided progress and occupies to-day a larger share of the public confidence and regard than ever before."

THE VALUE OF THE BUSINESS PRESS

THE United States Senate Committee on Military Affairs was not satisfied with the way things were going at the Government arsenals conducted under public ownership. They called in an expert, Fred H. Colvin, editor of the technical newspaper, *The American Machinist*. He gave some very interesting evidence. His evidence created a great sensation and is leading to a complete reorganization of the arsenals and the War Office officialdom responsible for conditions.

Workmen in arms manufacturing plants played checkers and slept in the shops during August, while the War Department quibbled over non-essential details of rifle designs.

A super-preciseness of requirement in rifle making, going even to the extent of 1-2000th exactness in bayonets, is holding down production 40 per cent., he said.

Mr. Colvin declared the Government arsenals at Springfield, Mass., and Rock Island, Ill., do not understand manufacturing principles and have antiquated machinery. Some of the machinery at the Springfield arsenal is fifty years old.

He charged that "an excessive nicety of requirement" in unimportant parts of rifles held up rifle production "tremendously."

"The bayonet is only a butcher knife and a sixth of an inch would not make any difference," he said, "yet a variation of 1-2000 is sufficient cause for rejection."

"I have photographs taken of men in the Winchester factory playing checkers last August," he said further. "Details of manufacturing had not been decided upon by the War Department. The one great weakness was that everyone hesitated to take the responsibility in deciding these details."

"Were all the men playing checkers?" asked Senator Hitchcock, of Nebraska.

"No; some were sleeping," Mr. Colvin answered.

That the dilatory tactics of the Ordnance Department will prevent first delivery of the Browning machine guns until a year after the entrance of the United States into the war was again emphasized by the next witness.

General Crozier, the United States Chief of Ordnance, gave orders that Mr. Colvin should be barred from inspecting arsenals because he insisted that expert machinists and not army officers should be in charge.

This experience shows what happens under public ownership. It also exposes the stupid antipathy that prevails among public officials against business and technical papers. Sir George Foster, Minister of Trade, voted to put Canadian technical newspapers out of business. Hon. Mr. Burrell, late Minister of Agriculture, supported a movement that would tax farm papers out of business. Even Mr. Murray, the secretary of the Canadian Manufacturers' Association, after recommending every medium of publicity for Canadian manufacturers, from buttons to billboards, deliberately eliminated all reference to the business press.

When the manufacturers wanted to know how to make munitions it was not to the buttons or billboards, but to the technical newspapers they applied. The Trade and Commerce Department was helpless. The Manufacturers' Association did absolutely nothing for them. Not only did the newspaper *Canadian Machinery* show in a series of illustrated articles how to adapt Canadian plants for munitions, but they secured the blueprints and specifications for French and Russian shells so that their readers could and did tender on them.—*The Financial Post* of Canada.

LADIES' WORLD SUSPENDS

THE publication of the *Ladies' World*, New York, a monthly magazine with a circulation of 600,000 copies, was suspended with the January, 1918, issue, for the duration of the war. It is understood that increased cost of paper and other material is among the reasons which led to the decision to suspend. *The Ladies' World* was published by the McClure Publications, Inc.

Printer & Publisher

Published on the First Wednesday of Each Month.

WM. POWELL - - - Business Manager
JOHN C. KIRKWOOD - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single Copies, 20 cents. Invariably in advance.

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STOP SENDING PAPERS

JANUARY is a good month in which to revise mailing lists, and to take off names of persons receiving copies of your paper on some basis other than that of *bonâ fide* subscribers.

You may be sending complimentary copies, or mailing for a reason which no longer obtains. But in January you have a clean-up month. Also, January is a good month to call the attention of delinquent subscribers to the condition of their account with you. A notice from you in January with an explanation that you have been stock-taking will be understood and not resented. Besides which every person these days is able to pay up, for money is plentiful.

THE GENERAL ELECTIONS

MANY a newspaper publisher in Canada is doubtless wishing that he could blot out utterly much of what was published in his newspaper prior to December 17, the date of Canada's recent general election. This remark applies equally to publishers of newspapers supporting the Union Government and to those supporting Sir Wilfrid Laurier. The newspaper controversy in many instances developed into common rowdiness, without dignity or great regard for truth.

Many subscriptions from "life-long readers" were cancelled, and many vituperative letters from omniscient correspondents were written—some of which got published.

Pro-Union papers, magnanimous in their hour of victory, have been trying to sponge out the blots which their madness and hysteria let mar their sheets; while some of the pro-Laurier newspapers have engulfed themselves in the darkness of silence—which seems a wise course. Taking the press of the country as a whole, Canadian journalism has nothing to be proud of in the matter of its showing in its hour of trial. Many of us longed for dispassionate, clear-visioned, non-rancorous utterances on the part of editorial writers and, as a rule, we were greatly disappointed.

One had brought home to him sharply the fact that our editors need to travel more, read history more, cultivate judicial minds more, and develop restraint. Because of village minds directing and framing the editorial page of metropolitan papers, wounds were made which it may take many decades to heal completely.

MORE ADVERTISING AGENCIES

FOR some reason or other the advertising agency business looks good to those out of it, and so in Canada a number of new advertising agencies have been begun or are being contemplated. Five applications for recognition were received last month by the Canadian Press Association.

Another feature of interest in this connection is the decision of several large advertisers to place their business direct, and their endeavor to secure for themselves the regular agency commission.

Among Canadian publishers there is more or less laxity in their attitude towards non-recognized agencies. If a non-recognized agent handles a desired account, and if payment of business placed is guaranteed, then many a publisher winks at the regulations of the Canadian Press Association governing agency relations, accepting the business and allowing the usual commission.

The Canadian Press Association and the recognized Canadian advertising agencies are apart to a greater extent than formerly, due chiefly to the C.P.A.'s recommendation that government advertising shall not be subject to agency commission.

Notwithstanding the fact that the recent Victory Loan advertising was not supposed to be subject to agency commission, commission was paid—this at the request — we will not say demand — of agencies placing the business.

Publishers more than agencies are to blame for the new, and not altogether wholesome, condition of affairs that has arisen in the matter of agency relations; they have shown a tendency to throw the agencies overboard, this when business looked easy and sure apart from agency development. What the future has in store in the way of revelations and changes of attitude, and perhaps in the way of punishment, one cannot say, but one suspects that matters will get worse before they are definitely improved.

"NEWS BUREAU" MENACE

A WARNING with respect to the dangers to the press in the operation of so-called "news bureaus" organized for the purpose of supplying to the press "news" favorable to the industrial and financial companies that are the clients of the "news bureau," has been issued by the Canadian Press Association.

In United States the "news bureau" has become rather firmly entrenched, and today the press of that country is suffering for its failure to protect itself in the beginning from the "news bureau" menace. In Canada the "news bureau" idea has not made so much headway as in the United States, but the situation has become sufficiently serious to call for action.

The principal objection to the "news bureau" system is on moral grounds. Many "news bureaus" create among industrial and financial companies the impression that those bureaus can control news and editorial comment in the press. They claim to be able to secure the insertion of matter favorable to the companies that are their clients—matter which the press would not insert on its own initiative and the insertion of which could not be secured by the companies direct. They sometimes create the impression that favorable mention in news columns and on the financial page can be bought by them for a price.

It is the practice of some operators of "news bureaus" to invoice clients, and attached to the invoice, as evidence of a part of the service covered by them, a collection of clippings about the client, including clippings of matter that appeared on the financial pages of some of the leading newspapers in Canada.

The idea that payment must be made to a "news bureau" to secure the insertion of legitimate news or that the insertion of colored "news" can be secured through the employment of a "news bureau" is most repulsive, and the press should use every legitimate means to correct that idea and to prevent the further propagation of it.

There are objections to the "news bureau" system on business grounds also.

Industrial and financial companies are urged to use the services of a "news bureau" on the ground that through it the desired publicity can be secured much more cheaply than in the advertising columns. Letters from a "news bureau" to one of its clients have been seen in which it is claimed that the necessary publicity if secured in the advertising columns would cost the client two and one-half times as much as the "news bureau" proposed to charge for the service it was able to secure because of its "special arrangements" with the press. In this case the "news bureau" was able to persuade the client to accept its service instead of conducting a straight advertising campaign.

It is a matter for publishers individually and collectively to deal with; and it is suggested that when news items about business men or firms are published, publishers themselves should call the attention to them of those concerned.

A CANADIAN CREED

J. W. HAMILTON, 593 Laurel Ave., St. Paul, Minn., wrote for the children of the United States a creed which has been adopted by Duluth and a number of school boards in Minnesota, Wisconsin and Michigan, and possibly other States may have adopted it as well.

Mr. Hamilton suggests a creed for the children of Canada, and suggests that PRINTER AND PUBLISHER should give it publicity. The creed which Mr. Hamilton

has drawn up is reproduced herewith. Beyond question the frequent recitation of a creed of this sort would have good effects. One thing we have not done sufficiently in Canada is to inculcate patriotism—love of country—in our schools. We teach our children to sing national and British songs; but beyond this we have not gone very far.

Mr. Hamilton sends at the same time the carbon of a letter which he issued relating to a comprehensive name for the British Empire. The letter follows:

General Smuts in his great speech of some weeks ago, a half million copies of which are being distributed by the British Government, brought up the question of the proper name for the British Empire, stating that the man who could suggest such a name would be doing a real benefit.

I wrote to him suggesting "The British Union" as being a comprehensive title for what is known as the British Empire.

The title only follows precedent, for we have the American Union, the Canadian Union, the Australian Union, and the Union of South Africa.

There may be some objection to the word "British," but the Union must have a name to distinguish it and that name, logically, must be that of the race which has made the Empire what it is.

I would be very glad if you will publish this letter, for I feel it will interest your readers.

The whole matter is one which our newspapers can very properly devote attention to, and should any publisher or editor advance Mr. Hamilton's ideas Mr. Hamilton will welcome copies of newspapers dealing with the subject.

UNITED FARMERS WANT AN ORGAN

"I VENTURE to say that the press in this city has disgraced itself for many years to come," was the shot of Mr. Milligan, of Seaforth, delivered amid wild applause at the annual meeting of the United Farmers of Ontario held last month in Toronto. "Let us never descend to the low depths that the press of this province has descended to," he appealed, and went on to deal with what he termed "the noble stand taken by the farmers."

"The city press," said J. H. Kernighan, Goderich, "do not want and will not give rural opinion a chance to express itself." He himself had written an article to one of the leading Toronto papers before the election, and it had been refused. Four other directors had done the same thing with the same result. "What we need and must have is an official organ for the United Farmers of Ontario. I think the present is an opportune time to have an official organ. That is one of the ways we can control public opinion."

THE "GRIT" HAD TROUBLES

THE *Grit*, the temporary Laurier organ issued in Toronto during the election campaign, carried a large unauthorized advertisement of the Ontario Winter Fair. R. W. Wade, secretary of the Ontario Provincial Winter Fair Association, made a statement in this connection as follows:—

"The insertion of the advertisement is being represented as an evidence of endorsation of this publication on the part of the Winter Fair authorities," said Mr. Wade. "The association desires to state very clearly and emphatically that the advertisement referred to was unauthorized, unpaid for and inserted without either their knowledge or approval."

The *Grit* was temporarily suppressed at Hamilton on the charge that it contained "seditious matter," but the charge was unconditionally withdrawn, and the ban lifted. The information was laid by Hon. S. C. Mewburn, Minister of Militia, who swore out a warrant. The *Grit* was printed by the Hamilton *Times* plant.

In connection with the case a search warrant was executed, and the plates for the edition destroyed. The action arose over the alleged intention of the *Grit* to publish a statement to the effect that every cross for Borden on a ballot paper would be a cross on a grave of some Canadian soldier in France. Also it was understood that a cartoon showing the crosses on the soldiers' graves in France and the crosses on the ballot papers was to be printed.

F. K. Bates, of Montreal, business manager of the *Grit*, asked if it was intended to print such a story or cartoon, replied: "Most emphatically, no. Such a cartoon was submitted to me and to Mr. Lane, our managing editor. We refused to consider it for a moment. We consigned it to the garbage barrel."

The Ontario *Gazette* contains the announcement of the incorporation of the *Grit*, which is incorporated for a capital of $100,000 and the provisional directors are: Alexander Hector Beaton, Arthur Graeme Slaght and William Emery Wilson, barristers, and Katherin Leila Johnston, and Hazel Cunningham, stenographers.

FALSE PROPHET OWNS UP

THE Vegreville (Alta.) *Observer* has a man—a real man—as editor. He made some bad guesses about the results of the general election, and on "the morning after" he made the following confession:

The *Observer* is not numbered among the prophets, unless perchance it takes rank with the prophets of Baal who, according to holy writ, were extremely poor performers.

The *Observer* predicted the election of J. B. Holden. This may yet come to pass, but the hope thereof is only a faintest shimmer of that silver lining which is said to brighten the edges of the darkest clouds of despondency.

We announced boldly that Alex. E. May would without doubt or cavil be elected in East Edmonton. And behold, Mr. May is irretrievably defeated.

We hinted that the Hon. Frank Oliver would also make the grade, but it appears that he, too, is up Salt Creek mourning the tender grace of a day that is dead.

We ventured to state in a mild way that the Union Government had a hard row to hoe in order to win. And the Union Government goes in with a majority of about fifty.

We shudder to contemplate the disastrous consequences which would have ensued had we just kept on predicting. Many a candidate now defeated would surely have been elected, and many a victor would have been left at home.

But, stay, listen, we hit one phophecy correctly, namely, that Mr. Leedy didn't stand a ghost of a show. That was our sole instance of making a bullseye. On that frail foundation we will now slowly and painfully proceed again to reconstruct a shattered prophetic reputation.

ONTARIO PAPERS REBUKED

"A few partisan journals, from some of which more sanity was to be expected, are brandishing bludgeons over the head of Quebec and shouting about 'civil war' and 'force, if necessary,' as if this province were on the verge of mutiny," said the Montreal *Star* in an after-the-election issue. "These papers are doing Canada evil service at this time. Quebec has done nothing unconstitutional. It had the British right to hold and to express views which the recent election proved contrary to the will of the majority. This being proved, Quebec will unquestionably acquiesce, though probably of the same opinion still. If peace and harmony are desired, Ontario papers should not try to compete with the few Quebec agitators who, being anti-Imperialist, are, it must be admitted, ready to tear Confederation to shreds, to pull down the flag, to support annexation, or Quebec secession, or anything that might weaken our attachment to the mother country. But the papers of Ontario should make allowance for these deluded agitators, for their impetuosity, short vision, love of notoriety, and for the influence impelling them. They have undoubtedly succeeded in getting an influence over many well-intentioned fellow-countrymen, but the people of Quebec will not continue for an indefinite time to be misled. Their native shrewdness will bring them to the light, where they will see how wrong and selfish these demagogues have been."

COLUMN WIDTHS IN GREAT BRITAIN

OF 1,200 British newspapers, the column widths of which the *Newspaper World* has recently caused to be measured, 352 were found to be fifteen-ems, 242 thirteen-ems, 205 fourteen-ems, and 113 sixteen-ems. This means that 912 papers divide themselves amongst four near widths, while 288 spread themselves over twenty other widths, from ten to thirty-ems.

The contention of the *Newspaper World*, from which this article is quoted, has always been that there is no reason why all newspapers should not have the same column width, and its own suggestion would be that the thirteen-em column, made popular in recent years by the *Daily Mail* and other successful half-penny papers, should be the standard adopted. (This measure is used in the *Newspaper World* on its commercial register and small advertisement pages, so that its effect for both advertisement and text columns may be judged from them).

There are, of course, column widths intermediate between those quoted. The London *Times*, for example, whilst employing a sixteen-em width for its text, uses a thirteen and a half-em for most of its advertisements, but this is because it runs both widths and has to cover the same page width, just as the *Daily Mail* runs fifteen-em columns on its leader and feature page and thirteen-ems in the others.

LORD ATHOLSTAN APPOINTED

LORD ATHOLSTAN has accepted the presidency of the Canadian branch of the Empire Press Union.

HAS THE RIGHT IDEA

Our November copy of PRINTER AND PUBLISHER has gone astray, and we miss it.

J. A. POWELL,
Business Manager,
The Brantford *Courier*.

A CREED FOR CHILDREN OF CANADA

I BELIEVE in Almighty God Who overruleth all things for His purposes.

I BELIEVE in and reverence this Great Dominion, her love of liberty and in her destiny as one of the world's greatest free nations.

I BELIEVE in her high ideals of Government, in her respect for law and order, a service of which I will be a part and which I will do my best to keep pure.

I BELIEVE it is my highest duty to obey her laws and to so live day by day a clean and upright life that I may be always worthy of her citizenship.

I BELIEVE in one empire, one flag, one crown, and solemnly affirm that my allegiance to our constitution and to my country comes before any earthly interest.

I BELIEVE that the children of all nations should have the freedom which I enjoy and I salute them in Peace and Good-will.

Proposed by
J. W. HAMILTON

J. P. CHEVASSU GETS APPOINTMENT

J. P. CHEVASSU, known to the boys everywhere as "Pierre," has been appointed to the official position of translator for the *Hansard*, at Ottawa. Mr. Chevassu is a Frenchman from France, and was an active newspaper man in Montreal when the war broke out, leaving at once to join the colors. He fought in the Battle of the Marne and other engagements, spending eight months in the trenches. He was returned invalided and was active in newspaper work again when this appointment was received.

Mr. Chevassu's career is a notable one

JOSEPH MERCIER

Founder, president and manager of the Commercial Printing Company, of Quebec (La Cie d'Imprimerie Commerciale), which company has recently celebrated its 25th anniversary.

and at the early age of thirty years he has lived a remarkably active and interesting life. Born in France of distinguished parents, his father being a colonel in the French army, he chose the nomadic life of a travelling newspaper man at an early age. He was edueated at the St. Augustine (Jesuit) College, Ramsgate, England, and lived several years in London. His father was a prisoner in the Franco-Prussian war of '70. His mother belonged to the notable Lacroix family, one of the oldest paper manufacturers of France, having over two centuries behind them of successful industry in the home land. He began newspaper work on *Le Temps* of Ottawa, afterwards joining *Le Canada*, Montreal, and later the *Gazette*. He became secretary to Mayor Martin at the time of his first election in Montreal holding that position for a long time and giving it up to serve in France. His lectures on the war attracted much attention in Montreal. While organizing a newspaper called *La Victoire* in aid of French reservists, he became editor of the *Labor World*.

Mr. Chevassu has three brothers and his father in the French army, and one brother a member of the press gallery at Ottawa. The family possess the coveted honor of three crosses of the Legion of Honor.

A FAMILY OF FIGHTERS

AMONG the returned soldiers who arrived recently in Toronto, from England, was Pte. Gordon V. Cave, who, previous to his enlistment in the Princess Patricia's Canadian Light Infantry in January, 1915, was the proprietor and editor of the Temiskaming *Herald*, New Liskeard, and which he disposed of in order to serve his country. After some six months' service at the front with the famous regiment he was severely wounded at Courcelette, September, 1916. His brother, Corp. Elwood J. Cave, of the staff of the Kerrobert *Sentinel*, Saskatchewan, is also overseas, having enlisted immediately on the outbreak of war in the Lord Strathcona Light Horse, going overseas with the First Contingent. He has been in France since March, 1915, having been among those to volunteer for infantry service from the Canadian cavalry brigade taking part in the memorable affairs of St. Julien, Festubert and Givenchy. He was severely wounded some two months ago and is now in hospital in Horton, Eng.

Both young men are sons of J. J. Cave, editor of the Beaverton *Express*, and come of a fighting family, their paternal great-grandfather having been a veteran of Waterloo, dying from wounds received in that memorable struggle, while their maternal great-grandfather was a veteran of Trafalgar. Their grandfather, the late John Cave, of Orillia, was a veteran of the Crimean war and the great Indian Mutiny, taking part in the famous relief of Lucknow and siege of Delhi.

25 YEARS IN THE PRINTING BUSINESS

THE Commercial Printing Co., Limited, of Quebec, Canada, has recently recorded the twenty-fifth anniversary of its foundation. On the 3rd of November, 1892, this flourishing company had its origin in the old rock-bound city of Quebec, which stands out as prominently now on its unshakable foundations as it did in the beginning of the seventeenth century.

Twenty-five years in the life of the old City of Champlain is a comparatively brief period, but in the life of ordinary mortals it marks the career of the average business man, and those who exceed it are the exceptions. Among such exceptions must be counted Joseph Mercier, the founder, president, and manager of the progressive printing firm.

After completing his commercial studies at Thom's School, Mr. Mercier took a post-graduate course at the Commercial Academy, and later graduated with great distinction in commercial law at Laval University. Thus armed for the struggle in life, Mr. Mercier's business ability soon manifested itself, and before he was twenty years of age he had bought out the Israel Turcotte printing plant and operated it with marked success for fiftcen years, when a disastrous fire destroyed the building and machinery.

Not daunted by such a reverse, Mr. Mercier set to work with greater energy, and in the past ten years he has made of his house one of the leading job printing establishments in the city and district of Quebec, having fitted up his plant with all the most modern machinery. He is a great "booster" of the linotype machine and incidentally is one of the few master-printers in Quebec employing union labor.

Mr. Mercier has one of the finest homes in Quebec, where he may always be found in his leisure moments with his wife, his family of seven robust boys and two young daughters. As a citizen he has found time to work in the interests of the city, and for the past two years has represented Belvedere ward, Quebec's residential division, in the city council with such practieal ability and success that his re-election by acclamation at the next civic elections in February seems assured. With his knowledge of the printing business he saved the city $16,000 on printing and stationery the very first year he was in the council, and has advocated and has had passed a number of

J. EDMOND PAQUET

Superintendent and vice-president of La Cie d'Imprimerie Commerciale, of Quebec, who, with the president, Joseph Mercier, founded this company 25 years ago.

useful reforms which have proved a great benefit to the eity.

Another who contributed yeoman service to the upbuilding of the Commercial Printing Company is J. Edmond Paquet, superintendent and vice-president of the company, who, like Mr. Mercier, cast his lot in with the firm twenty-five years ago, and has done much not only for his own plant, but for the improvement of the printing trade in general in his city.

C. W. GRAHAM, PRESIDENT

A LUNCHEON was held at the Royal Connaught Hotel, Hamilton, on December 1, 1917, when C. W. Graham, the new president of Buntin, Gillies & Co., entertained for the first time his department heads and travelling force. An interesting revelation was the fact that the average length of service with the company of the sixteen members who sat down was twenty-one and a half years.

JOHN S. DICK

JOHN S. DICK has been appointed manager of the Parry Sound *North Star*, which has been sold to new owners. Mr. Dick was formerly with the Sarnia *Canadian*, and is a son of Alex. Dick, an engineer of eminence, one of the founders of the Scranton Correspondence Schools.

THE HALIFAX CATASTROPHE

W. A. MONAGHAN, manager of T. C. Allen & Co., printers and bookbinders, Halifax, sends the very interesting letter which follows; also an advance proof copy of a pictorial booklet which the Royal Print & Litho. is issuing, made up of forty views of streets, buildings, wreckage, etc., and which gives one graphically a conception of the devastation caused by the explosion of the munitions ship *Mont Blanc*.

The enterprise of the printing and publishing houses of Halifax in carrying on was admirable. The Halifax *Herald*, for example, had an announcement in the Toronto *Globe* the morning following the disaster, stating that publication would continue without interruption, although issues might be smaller.

The home of the Halifax *Herald* and the *Evening Mail* after the explosion. The *Herald* building is situated more than two miles from the scene of the disaster, and so great was the explosion that every pane of glass in the building was shattered. On the north and west sides (not shown in the picture) the greatest damage was caused, frames and glass being blown in on the presses and other parts of the plant. This building is also the home of the Royal Print & Litho.

Mr. Monaghan writes:

We are sending you under separate cover early accounts of the disaster. It is no use for me to sit down and describe to you, as you can read it better in the newspapers.

Printing trade in conjunction with all other business in the city suffered pretty badly, but the worst was the Richmond Printing Co., two of the partners were killed, as well as about twenty-five employees. Their building and plant are completely demolished. The Royal Print and Litho will be out of business for some time, owing to the large amount of glass in their extensive building. You can readily understand the effect of ground glass among monotypes and linotypes. It will probably be some time before they will get into working order again.

The other printers fared a great deal better, in fact were working a couple of days after the disaster.

The foreman of the printing plant of T. C. Allen & Co., and one of the employees in their bindery, each lost four or five members of his family. Allen's loss will be in the neighborhood of $4,000 and $5,000. The smaller plants, of course, will get off much better.

The outside assistance, particularly from Massachusetts, was simply marvelous. They rushed through special trains with doctors, nurses, and food supplies; also two special steamers from Boston, with supplies of all kinds.

While the death rate and property loss are simply appalling, yet we expect Halifax to rise a bigger city, with better buildings in every way.

Regarding Xmas trade in this city it will be comparatively small. Might say that during the first few days of the disaster, printing plants dropped all commercial work, and devoted their time in getting out printed forms for the relief committees. They are now, however, beginning to settle down to normal.

Up to the time of the disaster there was every prospect of printing and bookbinding being very good all through the winter, but, of course, conditions have entirely altered. We hope at any rate to have employment for all the different workmen.

NOTES

THE newspaper and printing offices of Halifax and Dartmouth suffered more or less heavily as a consequence of the catastrophe which overtook those two places last month. Yet they triumphed over difficulties and a situation bad beyond imagination's power to conjure up.

The Dartmouth *Patriot* explained it was impossible to publish a certain long letter in one of its issues because it had only a limited portion of its type sorted from the chaos of broken glass and debris. For this reason only a small issue could be published. The *Patriot's* troubles were later added to when the chimney top gave way, necessitating the dumping of fires. Then a leaky portion of the roof permitted the rain and sleet to drive in, wetting the stock of paper, and forming a cataract down the stairway to the office below, where the editor was endeavoring to work amidst the watershed.

Among those who escaped with their lives in the Halifax catastrophe were two members of the Canadian Press staff. J. L. Hickey, the Superintendent at that point, was himself injured, his house partly wrecked, and two of his children injured. M. L. Backer, day operator on the leased wire, had to face the destruction of his house, with serious injuries to his wife.

An information department was conducted by one of the newspapers. The aim of this was to reunite scattered families, ascertain and publish accurate lists of dead and injured, furnish inquiring relatives in and out of Halifax with news of their relatives, keep an accurate registration of all cases and attend to applications for employment and relief.

The disaster attracted to Halifax an army of newspaper men. "Jimmy" Hare, an American newspaper photographer, who has missed no event of world interest for many years in any part of the globe, obtained a permit to snapshot the ruins.

The telegraph companies played a hard part since the calamity. Half the time many wires were down due to great storms before and following the disaster. Apart from the two great news associations, which had their own facilities, all the news sent out of Halifax was carried by the C.P.R., the Western Union making a rigid rule against moving press matter.

The Halifax Relief Fund, organized by J. S. Crate, managing editor of the Ottawa *Journal* newspaper, raised thirteen thousand five hundred dollars in nine days. Large contributors included E. C. Whitney, W. C. Edwards & Co., and Sir George Perley for $1,000 each; theatre collections with reporters as announcers and collectors, got the fund off to a good start. Seven theatre collections alone produced over eight hundred dollars. It was a good demonstration of the usefulness of newspapers as a medium for raising emergency funds. Senator Dennis, of the Halifax *Herald*, wired congratulations on the result.

The Kingston *Daily Standard* immediately after the Halifax disaster opened a fund for the relief of the Halifax sufferers and in three weeks time raised over $3,000 by private subscriptions, which were sent in to the *Standard* office. At the same time the *Standard* had a fund running to provide Christmas dinners for returned soldiers in the convalescent homes and hospitals in the city, and for this it raised $600, thereby assuring to all the convalescent soldiers in Kingston a splendid Christmas dinner, with all sorts of delicacies which could not possibly have been secured otherwise.

WESTERN CANADA'S SYMPATHY

There is no limit to the depth of the generosity of Winnipeg and Western Canada. Each new appeal made only serves to further tap a new spring of kindness, and the magnanimous spirit flows as abundantly as ever.

Of late the west has been subjected to many calls consequent largely upon the war, but in no instance has there been any indication of flagging. Each new responsibility assumed by the people of the west has been realized to the full. This was more than demonstrated in the recent appeal for aid for the sufferers of the Halifax disaster. Immediately the news of what happened to that far-away city had been circulated throughout the west, there arose an irresistible desire to help. As is usual on such occasions the Winnipeg *Free Press* opened up a relief fund, and within 48 hours the first $8,000 had been raised and despatched to Halifax.

Nothing could more clearly show that the heart of the west beats in harmony and sympathy with every other part of the Dominion than a review of the daily subscription list which the *Free Press* published. From individuals and societies, wealthy farmers and struggling homesteaders, came in subscriptions with

messages of sympathy for the stricken city and an expression of their joy in being able to give. The *Free Press* fund was rapidly augmented, and within the two weeks following the disaster over $60,000 had been sent to the sufferers.

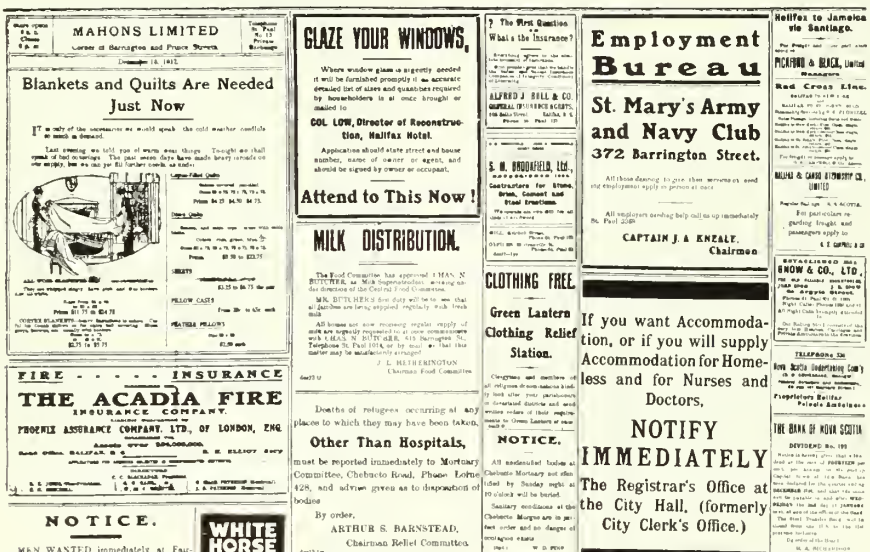
To date the fund has soared close to the $75,000 mark, and this, the *Free Press* was informed, is ahead by many thousands of dollars of the funds being raised by any other newspaper in Canada or the United States.

CONDEMNS BRITISH CENSORSHIP

A STRONG protest against bureaucratic censorship comes from General Sir Ian Hamilton in the foreword to his reprint of his Dardanelles despatches published in volume form by Messrs. Newnes. The General has been told that the names of battalions must be cut out of the Gallipoli despatches before their publication.

Sir Ian quotes from a letter to a statement, dated June 26, 1915, as follows:

"From my individual point of view a hideous mistake has been made on the correspondence side of the whole of this Dardanelles business. Had we had a dozen good newspaper correspondents here the vital, life-giving interest of these stupendous proceedings would have been brought right into the hearts and homes of the humblest people in Great Britain. Instead of that, I wrote cables, of which I may at least say they are descriptive, in so far as official phraseology will permit, and they are turned by some miserable people somewhere into horrible bureaucratic phrases or dead languages; i.e., 'We have made an appreciable advance,' 'The situation remains unchanged,' and similar phrases. As for information to the enemy, this is too puerile altogether. The things these devils produce are all read and checked by competent staff officers. To think that it matters to the Turks whether a certain trench was taken by the 7th Royal Scots or the 3rd Warwicks is just really like children playing at secrets."



This page, taken from *The Acadian Recorder*, Halifax, issue of December 15th, days after the occurrence of the catastrophe which wrecked the city, is interesting by reason of the character of its announcements, most of which relate to the disaster in some one or other of its phases and consequences. A few advertisements are apparently of the "standing t.f." type, for they are utterly alien in spirit and copy to the immediate requirements and interests of Haligonians. Thus one grocer inserts a vapid, amateur-written, correspondence-school piece of copy; another firm advertises embroidery work; Scotch whiskey is advertised, but perhaps it is regarded as a necessity. Advertisements on other pages of the *Recorder* are of public funerals, at which opportunity will be given to identify unknown dead; carloads of glass; preventive measures re fires in stoves; things lost and found; school teachers' assembly places; emergency telephone service; plumbing service; medical relief organization depots and hospitals; chimney inspection, etc., etc. The issue of *The Recorder* for Dec. 7, the day following the disaster, was a single 2-page sheet.

ESKIMOS PUBLISH NEWSPAPERS

ESKIMOS who fringe the Alaskan coast for thousands of miles, are celebrating the first anniversary of their paper, the *Eskimo*, published in Nome by Walter C. Shields, superintendent of the northwest district, with the approval of Dr. P. P. Claxton, United States Commissioner of Education. It is said to be the "farthest north" newspaper in the world.

Supported largely by Eskimo subscriptions, it reaches every village in Alaska's icebound seaboard. Fur buyers from distant camps who have just arrived in Nome, say that this journal—the only printed means of communication the Eskimos have—is prized so highly that the copies are folded away for safekeeping in igloo Bibles.

Hunting, fishing and reindeer news is sent in by the parka-clad contributors, who write their copy after coming back from the search for seal, walrus or runaway reindeer. Editorials are added by Mr. Shields, and articles by government teachers.

There is great excitement in a remote Eskimo village when the reindeer sled makes its monthly appearance with the newspaper. Those who cannot read—and they are becoming fewer—squat in circles on the floor of the big village kazka to listen to some obliging reader.

Like the American reader in the southland, the Eskimo is partial to sporting news. The excitement is intense when the issue appears with the news of the annual winter reindeer fairs, which are carnivals of reindeer and foot racing, sled lashing contests and so forth.—Winnipeg *Telegram.*

C. A. ABRAHAM OPTIMISTIC

"SHIPBUILDING and allied industries have produced a trade condition considerably above normal at the coast," said C. A. Abraham, business manager of the Vancouver *Daily Sun*, when East last month. "And this is not merely a temporary boom—in fact, there is no boom, and Vancouver doesn't want another for some time at any rate—but the gradual development of this Pacific port since the war, and the growth of the lumber business on a solid foundation, means a great future for Vancouver.

"The people of Vancouver have recovered from a period of depression as witness the purchase of Victory Bonds—about one in five came across.

"But the best business barometer is perhaps the telephone, and to-day the B. C. Telephone Company is serving more subscribers and has more busines telephones in use than at any previous period in Vancouver's history. Board of Trade figures also show the arrival of about a thousand families in the city in the last three months from all over the continent. Dealers in motor trucks also tell of a greater sale in the last three months than in the previous three years."

If the press of the West joined together to make conditions known, in the form of a series of advertisements in the right media, it would be a good effort.

The Paper Situation as it Exists in Canada

Book Paper Investigation Resumed at Ottawa—Lower Prices for Book Paper — The Outlook for Newsprint —1917 a Banner Year for Paper Makers

THE warfare between the paper makers and the publishers continues, without much change in the existing situation, though changes are imminent. This month of January, at Ottawa, the investigations being conducted by Commissioner Pringle were continued.

The present price of newsprint, $2.50 per cwt. may change after January 20—perhaps going to $2.75; and if this price is unacceptable, an appeal to the Supreme Court of Canada may be made by G. T. Clarkson, the Commissioner's accountant.

In the United States the war goes on with swaying fortunes, but would seem to be drawing near to a solution of the vexations problem of who is right—makers or users.

NEWSPRINT INQUIRY

The action of the Canadian Press Association in withdrawing from the newsprint investigation some months ago was the subject of some general observations by Geo. H. Montgomery, K.C., counsel for the Paper Manufacturers' Association, before Commissioner Pringle at the resumed enquiry on January 10.

Mr. Montgomery drew attention to what he called a very undesirable situation in which they had been laboring for some months. At an early stage in the inquiry the papers had dropped out. To the minds of the manufacturers the excuse was flimsy. This withdrawal had been followed by a series of unfair articles attacking the Commissioner and Mr. Clarkson.

Mr. Montgomery went on to say that the Press Association evidently did not regard this investigation as of much moment, and was making its case out of court. They were making it with the Commissioner and Mr. Clarkson.

Mr. Montgomery alluded to a bulletin sent out by the Press Association, which, he said, contained the statement that it had the promise of the Government in writing that before any change is made in price the Association will have the opportunity of placing the case before the Government directly, and that the report of the Commissioner will be placed in the association's hands before it presents its case to the Cabinet.

Counsel for the manufacturers said it was clear that the newspapers intended to make their fight out of court, and added:

"It would be fairer to you, and fairer to us, if they would play the game and fight in the open."

Commissioner Pringle, speaking of the withdrawal of the newspaper counsel, said that he regretted very much that Mr. Tilley had withdrawn.

On January 18, in the public press, John M. Imrie, manager of the Canadian Press Association, made a rebuttal reply to the manufacturers, explaining why the publishers' counsel withdrew.

BOOK PAPER INQUIRY

Canadian publishers of books, trade papers, magazines and other periodicals, and Canadian paper manufacturers, are still far apart in regard to their views as to reasonable purchases and selling prices of paper. The resumed inquiry on January 8 before Commissioner Pringle, the Government's Royal Commissioner on paper prices, brought forth a mass of evidence from the publishers relating to "unduly" increased prices charged by the Canadian paper manufacturers for the higher grades of paper, and there were hints at a combine taking advantage of the virtual control of output to boost prices out of all reason.

Those attending were: Hugh Stewart, K.C., of Brockville, representing the Government; I. F. Hellmuth, K.C., the trade and class section of the Canadian Press Association; G. H. Montgomery, K.C., the Canadian Pulp and Paper Association; G. B. McDougall, K.C., the Riordon Pulp and Paper Co.; J. M. Godfrey, the Toronto Paper Company; J. F. Orde, K.C., the E. B. Eddy Company; W. J. Draper, the Nashwaak Pulp & Paper Co.; Lieut.-Col. J. B. Maclean, the MacLean Publishing Company; Acton Burrows, *Canadian Railway and Marine World;* G. M. Bertram, *Canadian Courier* and *Farm;* F. E. Dougall, *World Wide;* T. S. Young, the Hugh C. MacLean Company; H. V. Tyrrell, MacLean Publishing Company, and T. J. Tobin, *The Canadian Countryman.*

TRADE PAPER MEN PASS RESOLUTION

The Special Paper Committee of the Trade and Class Paper Section of the Canadian Press Association, Inc., at a meeting last month in connection with the resumption of the investigation, adopted the following resolution:

"That, whereas it has been made to appear by the book paper manufacturers that members of the Trade and Class Paper Section of the Canadian Press Association, Inc., are satisfied with the present prices of book paper now demanded by the manufacturers, this Special Paper Committee, representing the section as a whole, desire to state most emphatically that the prices now demanded by the book paper manufacturers are unreasonably high and unsatisfactory, and that there has been no uniform decrease in the price of book paper to the members of the section, notwithstanding the fact that sulphite, the main element in the manufacture of book paper, has decreased in price to the extent of nearly 50 per cent. since the first of January, 1917."

THE WASHINGTON INQUIRY

Changes which newspaper publishers want made in contracts and trade customs for the purchase of print paper were outlined to the Federal Trade Commission at the first open hearing to obtain information on which to fix paper prices on January 7, at Washington.

PUBLISHERS' DESIRES

A. G. McIntyre, paper expert for the Publishers' Association, outlined to the Commission the changes which the publishers wished made in the standard form of contract. Foremost was insistence on a provision making the paper the absolute property of the publisher after purchase. He said the usual contract contained a clause limiting the use of paper to the buyer within a specified time, and for certain editions of his publication, and that it had been interpreted to mean that paper bought in one year could not be used in another.

Objection was made also to clauses providing for delivery in equal monthly instalments, fixing the weight variation at five per cent., which was declared too large, setting the time for payment as the fifteenth of each month, which was asked to be changed to the twentieth or thirty days from invoice, and providing for the returning of paper roll cores by prepaid freight instead of collect, although it was agreed that the publishers should pay the freight in the end.

The publishers agree to permanent width of paper in the interest of economical operation by the manufacturers, and conceded that sidewalk or pressroom delivery was unfair to the manufacturer, who should be allowed to ship his product f.o.b., publisher's city. It also was urged that "substantially average quality" should be changed to specifications more definite as to weight, color and finish.

The United States Senate on January 15 defeated the resolution offered by Senator Smith of Arizona to put the newsprint product of the country under control of the Federal Trade Commission. The vote was 36 to 32.

CAR SHORTAGE

A serious situation has apparently developed in connection with the supply of cars for carrying the output of the Canadian newsprint mills to the United States market. This difficulty has been more or less felt for many months past, but so long as navigation was open there was partial relief. Now that the railways must handle all the traffic and operating conditions are becoming bad on account of the severe cold, the car shortage has reached an acute point. At least one large mill has been forced to close down and others are in danger of having to do the same. Such breaks in production are bound to have their effect on profits.

The Federal Trade Commission's newsprint inquiry at Washington will not only be of immediate interest to United States manufacturers and publishers, but to Canadian manufacturers and publishers as well.

EDDY MILL SHUTS DOWN

The Canadian newsprint mill of the E. B. Eddy Company is now closed down and is not expected to resume operations for some time. The reason is not stated.

The Military Service Act will not affect the paper mills to any serious extent as exemptions until the close of the season are being granted the woodsmen in the employ of the Eddy and Booth Companies.

So far, the exemption tribunals have adopted the attitude that these men are engaged in a necessary occupation and are, therefore, allowing them exemption until the spring.

On expiration of the period in question, the workmen and their employers will be afforded another opportunity of appearing before the tribunals and asking for an extension of the time.

The Beveridge Paper Co., for the convenience of their many customers in the Maritime Provinces, have opened a warehouse at 82-84 Water St., St. John, N.B., where they will carry a stock of the many British and Canadian lines which they represent. Mr. William Reid will have charge of this Maritime end of the business.

Meeting of Montreal Graphic Arts Board

A Section of Canadian Manufacturers' Association—The New Executive—Adopts a Standard Price List—Standard Cost-finding System Installed

THE Graphic Arts Section of Montreal of the Canadian Manufacturers' Association had a most successful and enthusiastic meeting on the night of 12th December: a dinner being given by the Graphic Arts Board to all attending members.

While this organization has just recently been formed, it was able to report a membership of twenty-seven, which comprises the largest and most influential printing concerns in the city of Montreal.

The executive committee is putting forth very strenuous efforts to have all members, as well as non-members, realize the necessity of installing not only the standard cost finding system, but of having monthly reports from the standard cost finding system to be taken up at each monthly meeting of the graphic arts section. The executive is composed of the following:—

W. A. Desbarats, chairman.
G. E. D. Corneil, vice-chairman.
G. Markham, secretary.
G. E. D. Corneil, costs.
E. Rolland, membership.
W. W. Southam, publicity.
A. W. Walker, trade matters.
Jas. Wilson, grievance.

SELLING PRICES DETERMINED

The meeting was marked by a distinct desire on the part of every member to ascertain the average costs in the city of Montreal in the different departments; and this was duly considered in connection with the price list issued by the United Typothetae of America, and after several hours' discussion, it was decided to accept as selling rates the figures recommended by the United Typothetae of America in their price list, with the one exception that Monotype keyboard and casting selling rates were considered low, and a rate of $2.25 per hour for each machine was recommended for adoption.

A memorandum is being sent to all the printers in Montreal in connection with these selling rates; and in view of the fact that the prices shown in the United Typothetæ price lists are taken from statistics of printers all over America, and checked by the subsection called the Graphic Arts of Montreal, it is reasonable to think that the prices adopted by the graphic arts section are fair selling figures.

In consideration of the large amount of information that the United Typothetae price list contains the executive board of the Graphic Arts Section of Montreal considered it advisable to order a sufficient supply of these books to place in the hands of all their members other than those who now have them.

STANDARD COST FINDING SYSTEM

The standard cost finding system is being rapidly installed in the various plants in Montreal under the able supervision of R. S. Van Pelt, and those members who had partially installed the standard cost finding system, or, in other words, had a cost system that was not exactly the standard cost finding system, are now so enthused over the standard cost finding system which they have permitted Mr. R. S. Van Pelt to instal in their various shops that it is going a long way towards having other printers in the city of Montreal adopt the same system.

Monthly dinners are being held regularly, and a very vigorous campaign is now in effect towards having the standard cost finding system brought to the attention and installed in such shops as are without it at the present time.

MONTREAL EMPLOYING PRINTERS' ASSOCIATION

A MATTER of interest to all job printers in Montreal was dealt with at a recent meeting of the Typographical Union and Montreal Employing Printers' Association.

An arrangement has been entered into whereby all apprentices to the trade are to be indentured for a period of five years, and they are also to be registered by the Typographical Union. Permission to change from one office to another within this period will not be granted, unless the apprentice has first received the consent of his former employer, as well as that of the Union, this consent to be given in writing.

Another point of interest was that of a wage scale. This was arranged and agreed to, as affecting apprentices, and the advantages will be generally satisfactory to both employer and employed, it is confidently hoped.

OTTAWA COMPOSITORS GET INCREASE

OTTAWA Typographical Union No. 102 voted unanimously to ratify an agreement with the Ottawa daily newspaper publishers for the next five years.

The *Journal* and *Citizen* Companies had offered the Ottawa organization the Toronto scale, which went into effect in June last, and which was slightly lower than the proposals of the local union. The new Ottawa scale provides for increases of $4.50 per week for day hand compositors in the first two years and $5 per week for the succeeding three years, of $2.50 per week to day linotype operators in the first two years and $3.50 per week in the succeeding three years. The increases in the night scale are $5.50 and $6.50 hand, and $3.50 and $4.50 machine. The payment of overtime is increased from price and one-third to price and one half. A more generous scale is also provided for apprentices in the last three years of their five-year term.

An interesting provision in this connection is one that "beginning with the second year each apprentice shall be required to attend at least one session each week during the school term at the Ottawa Technical School, time being allowed for same by his employer." It is also provided that at the commencement of the fourth year each apprentice must subscribe for the course of training approved by the International Typographical Union, covering a period of sixty weeks. A joint committee is to be appointed to pass on the qualifications of boys before they are admitted to apprenticeship.

It is estimated that, on the basis of the number of men at present employed, the increases alone in the wage scale will in the next five years cost the *Journal* and *Citizen* Companies over $70,000.

A very amicable conference between the heads of the newspapers and a delegation from the Ottawa Union composed of Messrs. P. M. Draper, president, J. W. Jefferson, F. Preece, S. Lee, and A. E. Sheppard, was held recently. In three hours an agreement containing many new and important clauses was arranged, and this agreement was ratified by the union.

HENRY UPTON AND PRINTING PRICES

Letter to Editor

THE writer is not going to criticise the bookkeeping or cost methods of Henry Upton of Montreal, published in the December issue of PRINTER AND PUBLISHER.

However, it is common knowledge in this city that Mr. Upton's Company secured a defunct plant, worth $25,000, for $12,000. This latter is the basis for his cost figures. Mr. Upton says in his article that $13,000 of undistributed profits has been added to the original investment. This added to the real value of the plant or business makes a total capital of $38,000. That makes his costs a horse of another color.

There is not a city in America where presses are operated at the prices Mr. Upton's figures seem to show.

His cost items, therefore, should not receive serious consideration. I simply put these facts before your readers, so they will fully understand.

A PRINTER.

Montreal.

THE OLD TIME PRINTER

Oh, where, tell me where has the old pan-handler gone—
The printer with the sunburnt face we used to dote upon—
With sunny smile, he'd greet you at the bottom of the stair,
And, with a flow of adjectives and consequential air,
Would tell of famous journalists he'd met in every clime,
Then calmly, gently, suavely extricate from you a dime?

Where is that modest, genial chap we're wont to rave about,
Who would receive a piece of change with grateful, gladsome shout,
And then, perchance, would spend it on the giver for a drink?
This species of the printer is well-nigh extinct, I think.
The tourist that you meet to-day is quite another chap,
He seems to think Dame Fortune should just nestle in his lap;
He'll take it as an insult, and may raise a mighty holler,
Unless you dig down in your jeans and give at least a dollar.

—From the *Typographical Journal.*

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA

G. O. Wheeler, of Moose Jaw, Sask., has taken the position of city editor of the *Daily News* (Nelson), succeeding A. C. Yokom.

The Vancouver Press Club held a memorial service in honor of the late Lieut. James T. Hewitt last month, who was well known in Vancouver both as soldier and newspaper man.

Pte. Fred. Miller, the oldest son of the late Jonathan Miller, Vancouver's first postmaster, died of wounds received at the front. He was well known in Vancouver where he was connected with the *World* for twelve years as circulation and business manager. He enlisted with the Bantams.

Pte. W. J. McVicar, formerly reporter of the *Daily News* (Nelson), who enlisted for active service in May, 1916, was killed in action somewhere in France on November 10th last. He was the first of the 14 enlisted members of the *Daily News* staff to fall, although four others have been wounded.

A memorial service in honor of the late Lieut. James T. Hewitt, honorary president of the Vancouver Press Club, was held on Sunday afternoon, Dec. 2. Capt. R. J. Wilson, chaplain of the 6th D.C.O.R. officiated. A glowing tribute was paid to this young officer. "Jimmy" was formerly sporting editor of the Vancouver *Province* and was killed in action on Nov. 13.

Despite the fact that the *Province* recently installed two new presses a recent big Saturday issue was late in getting off them. The more pages there are the greater the strain, of course, on the printing machines, especially when these are new and their bearings not all worn smooth. About the middle of the afternoon things began to warm up—in fact, they got so hot that a series of rollers melted and trickled down the frame of one press like spruce gum on the side of a tree. It took a little time to harvest the "gum" and substitute new rollers.

David William Higgins, dean of the newspapermen on the Pacific Coast and probably the oldest editor in Canada, died in Victoria on Nov. 30, on the anniversary of his 83rd birthday. Mr. Higgins was born in Halifax on Nov. 30, 1834, was educated in Brooklyn, N.Y., and went to San Francisco via the Isthmus of Panama in May, 1856. He founded the *Morning Call* in December of that year and disposed of it the next. He came to Fraser Valley, B.C., a little later and went to Victoria in 1860. He was a member of the legislature for Esquimalt in the British Columbia Legislature from 1886 to 1898, and speaker from 1890 to 1898. For some years he was British Vice-Consul at Port Angeles, Washington. He founded the National Tramway Company in Victoria in 1889, the pioneer street railway system, and sank a fortune in it. For several years prior to 1907 he was editor of the Vancouver *World*. He wrote many short stories, the most notable being "The Mystic Spring," and "The Passing of a Race." He is survived by four children.

ALBERTA

W. J. Good, publisher of the *Mirror*, has enlisted for overseas service.

The *Herald*, Lethbridge, has added a Model 5 linotype to its present equipment.

The *News* and the *Advocate*, both of Red Deer, have installed Model 19 linotypes.

The *Albertan*, Calgary, has purchased a Model 14 linotype for their news room.

The newspaper office at Edson suffered by fire lately. Part of the plant was saved.

The *Journal*, of Edmonton, is putting in a larger press than they now have—a 48-page machine.

What was known as the Byron May Co., engravers, has been absorbed by the McDermid Engraving Co.

The Edmonton *Journal* has a newsboys' band, and it is a popular organization, taking part in many of the public gatherings.

The draft has hit some of the print shops in Alberta pretty hard. In one instance two brothers, who were running an office, were both called.

C. F. Race, of the Edmonton Printing Co., and H. H. Hull, of the Hull Ptg. Co., have each been elected officers of the Edmonton Liberal Club.

F. Sinclair, of the *Journal*, who has lately returned from the fighting lines, was given given a hearty reception by his fellow-pressmen at Edmonton.

Geo. P. Smith, of the Camrose *Canadian*, has been nicely installed as Provincial Secretary in the Alberta Government. He was re-elected by a large majority.

The women's auxilary to the Edmonton Typographical Union is quite a live organization. During the late election campaign they held at least one meeting to discuss civic matters.

The business men of Champion are installing a newspaper plant in that town. D. O. David will be the manager of the concern. Mr. David was formerly city editor of the *Western Standard* newspaper at Calgary.

Geo. P. Smith, M.P.P., editor of the Camrose *Canadian*, has been appointed Provincial Secretary in the new Stewart Government. This makes two editors members of the cabinet.

Messrs. Horton, of the Vegreville *Observer*, and Galbraith, of the Red Deer *News*, are now counted amongst the up-to-dates. They have installed linotypes, and Mr. Truss, of the Athabasca *Herald* is now using an Intertype.

H. M. E. Evans, who some years back was manager of the Winnipeg *Telegram*, was elected mayor of Edmonton in the December election by over 2,000 majority. There were five in the field and he had more votes than all the others.

The return of Hon. Geo. P. Smith gives the "fourth estate" two representatives in the Alberta Cabinet, the other being the Minister of Agriculture, the Hon. Duncan Marshall, of Olds. They are both excellent speakers and are not afraid to "spit out" when the occasion calls.

Matthew Esdale, head of the Esdale Press, and formerly of Ottawa, is an alderman of Edmonton for 1918, being one of the top-notchers as to number of votes. Ald. Esdale from this on, please. W. H. Douglas, head of Douglas Co., printers, headed the poll as trustee in the Alberta capital.

The Pressmen's Union, of Edmonton, elected the following officers at a recent meeting: President, L. Mercer, *Bulletin;* Vice-pres., R. B. Pearson, *Bulletin;* secy.-treas., A. K. Southen, *Metropolitan Press;* executive committee, R. B. Pearson, chairman; A. G. Gray, of Douglas Co.; A. E. Buckley, *Journal;* M. LeBrier and A. K. Southen. E. E. Roper, of the *Bulletin*, was appointed delegate to the Alberta Federation in Lethbridge on January 7th.

SASKATCHEWAN

The *Prussia Enterprise* has installed a linotype.

The *News*, at Bromhead, has ceased publication.

The Rosetown *Eagle* has completed eight years of publication.

"Ed." Johnson, late of the mechanical staff of the Moose Jaw *News*, who joined the Flying Corps, was honored before leaving for the East by his colleagues when he was presented with a handsomely engraved set of pipes and a tobacco pouch.

Business in the northern part of the province is reported fairly brisk by job printing establishments.

H. J. Cave, who recently purchased the *Plaindealer*, Youngstown, has added a Model 15 linotype to his composing room.

Frank S. Roulian, editor of the Rosthern *Enterprise*, has returned from a two weeks' moose hunt in the northern woods.

A. J. Matthews, formerly of Saskatoon, has assumed the management of the job printing department of the *Daily Post*, Regina.

L. H. Horncastle has leased the Estuary *Review* to Hankin & Sexton, publishers of the *Empress Express* and *Prussia Enterprise*.

The *Beacon* is the name of a new weekly paper now published at Central Butte. John S. Pine and Fred H. Tinkess are the publishers.

Reeder and Bowen, former employees of the Prince Albert *Herald*, have leased the job printing plant of Small Bros., at Prince Albert. They report business good.

An incorporated company has been organized to take over the business of the *Advocate*, La Fleche. The plant will be enlarged and improved. O. H. Redman has been appointed business manager.

J. E. Cave, formerly of the Rosetown *Eagle*, who went to the front early in the war with the Strathcona Horse, is home on furlough and for discharge as a result of a severe wounding in the right arm. His parents reside at Beaverton, Ont.

The vacancy in the Saskatchewan Cabinet created by the entry of Hon. J. A. Calder into the Union Government at Ottawa has been filled by the appointment of Samuel John Latta, M.P.P. for Last Mountain, and editor and proprietor of the Govan *Prairie News*, as Minister of Highways.

W. F. Herman, proprietor of the *Daily Star*, Saskatoon, and the *Daily Post*, Regina, is making extensive additions and improvements to his building in Saskatoon. Some months ago Mr. Herman purchased an additional 25 feet alongside his office site, and the buildings are now being completely remodelled. The additional floor space will give all departments much needed extra room, and will provide for the very rapid development of this aggressive business.

MANITOBA

The *Canada Posten*, Winnipeg, purchased a multiple magazine linotype, a Model 19.

The *Canada Weekly News*, Winnipeg, recently added a Model 14 to their linotype equipment.

Mr. Turnquist, formerly on the Winnipeg *Telegram*, is now on the advertising staff of the *Free Press*.

Jno. M. Pratt, of Allan, succeeds W. E. McTaggart as circulation manager of the *Grain Growers' Guide*, Winnipeg.

The Holland, Man., *Observer*, edited by N. Hewitt, is one of the very few Western papers that is all "home print."

F. J. Parker has discontinued the publication of the *Banner*, at Elgin, and has taken up his residence in Winnipeg.

The Canadian Ukrainian Publishing Co. has added a Model 17, continuous composition, multiple magazine linotype to its composing room equipment.

A concert followed by a dance was given by the Winnipeg *Free Press* Boys' Band last month. The music for the dance was by the boys' own orchestra.

Nearly every circulation manager in Western Canada has paid his dues into the Western Canadian Circulation Managers' Association. This association is now perfecting organization.

Sergt. L. Shannon Cormack, a member of the Winnipeg *Telegram* staff, who served as private secretary to the British Commander-in-Chief for over a year, is lecturing under the auspices of the American Red Cross Society.

Both the Winnipeg *Free Press* and *Tribune* carried lists for the Halifax Fund. The *Free Press* has already sent more than $72,000 to that stricken city. A wonderful tribute to the generosity of the readers of the *Free Press*.

Sapper Burton E. Brainard, formerly a member of the *Free Press* editorial staff, Winnipeg, is in Fuse Hill Hospital, Carlisle, England, suffering from trench fever. Sapper Brainard enlisted in March, 1916. His parents live at Stonewall, Man.

Hugh Anderson, who has been with the Stovel Company, of Winnipeg, since his boyhood days, has joined the Royal Flying Corps. Mr. Anderson has for the past few years been directly connected with the *Nor-West Farmer*, published by the Stovel's. His only brother is now in France.

Word was received recently in Winnipeg that Pte. Thomas Shea, a former member of the *Free Press* reportorial staff, is in hospital 53, France, suffering from trench fever.

"Tom" Shea, who is one of the two soldier sons of Mr. and Mrs. Mike Shea, now of Ottawa, left Winnipeg with the 200th Battalion.

Lieut. A. E. H. Coo, who was severely wounded at Passchendaele early in November, has been awarded the Military Cross. Abbie Coo, as he is commonly known to his many friends, was sporting editor of the Winnipeg *Telegram* up to the time of enlisting and he held office with various local athletic organizations.

"Billy" Youhill, who saw service in France with the 7th Battalion, has returned to France to assist in looking after the soldiers' vote. "Billy" has for years written the military news for the Vancouver *Province* over the name of the *Lancebezan*. He was in several Bisley teams. He is a linotype operator on the Vancouver *Province*.

Recently the Treherne, Manitoba, *Times* appeared with a new and unique heading designed by its editor. It shows a map of the C.P.R. from Winnipeg to Souris. M. B. McCausland, who owned the *Times* for many years, sold it to F. E. Richardson, of Lodi, Ohio, and the latter presented the business to R. J. Richardson, his son, as a birthday gift. He has made several additions to the plant.

The *De Montfort Press*, of Winnipeg, have just issued a handsome "tribute" to the men who have gone from their plant and business to fight overseas. The "tribute" takes the form of a 16-page brochure, and contains a splendid two-page photographic grouping of the soldier boys of this concern. The letterpress includes a short description of each of the men, and in addition to this several pages of interesting chat about the members of the staff. The whole issue is extremely interesting, and will no doubt be greatly appreciated by the hoys overseas.

ONTARIO

The Tweed (Ont.) *Advocate* has celebrated its 7th birthday.

The citizens of Orillia presented Mr. Hale, the editor of the *Packet*, with a gold watch.

E. J. Guy, Toronto, has been appointed eastern representative of the Lethbridge *Herald*.

J. C. Kirkwood, editor of PRINTER AND PUBLISHER, has a son in the Royal Naval Air Service.

H. J. Myers has been appointed manager of the trade journal department of H. Gagnier Limited, Toronto.

The *Once a Week* newspaper printing plant, Toronto, was damaged by fire, water and smoke last month.

Robertson Y. McLean has resigned from the Hamilton Advertisers' Agency to accept a position with the Reid Press, Hamilton.

E. H. Brennan has raised the subscription price of his paper, the Burford *Advance*, to $1.50 per year. The new rate went into effect on Jan. 1.

George Mason, proprietor of the Prescott *Journal*, arraigned on a charge of wilfully and knowingly publishing false news, was found not guilty and discharged.

William H. Ingram, formerly on the St. Thomas *Times*, and who enlisted for service overseas, is in newspaper work again, and writing for the London *Morning Post*.

Daniel O'Keefe is dead in Toronto. The late Mr. O'Keefe, who was only 37 years of age, had for nearly 20 years conducted a printing business at 64 Church St., Toronto.

Now that Sir Mackenzie Bowell is dead, in his 94th year, E. Jackson, of Newmarket, is the oldest living printer in Canada. He commenced his trade in Cobourg in January, 1845, and is now in his 89th year.

Pte. Chas. Ramage, son of Editor Ramage, of the Durham *Review*, was reported slightly wounded on November 5th, but remained on duty. He enlisted in Toronto about two years ago with the Army Medical Corps.

Lieut. Fred James, formerly a member of the staff of the Ottawa *Citizen*, has secured a first-class pass at the School of Musketry, Shorncliffe, and is now engaged in giving instructions to the Maclean Kilties.

W. Hartley Robinson, formerly managing editor of *Canadian Motorist*, Toronto, who was in the Royal Canadian Horse Artillery of the Canadian Expeditionary Force, has been transferred to the Royal Naval Air Service as a pilot.

J. S. Robertson and his son, W. M. Robertson, Toronto, formerly acting as general advertising agents, have acquired a controlling interest in the Northender Publishing Company and the Cranston Novelty Company, both of Toronto.

Captain Hector B. McKinnon, of Priceville, who was reported wounded, is now reported as missing. Captain McKinnon, who was a former member of the Toronto *Globe* staff, has been serving with the aviation corps on the firing line since Nov. 6.

The Williams Piano Co., Limited, the well known piano manufacturers of Oshawa, have opened an office in Toronto at 204 Excelsior Life Building. F. A. Trestrail, the company's sales and advertising manager, will now have his headquarters in the Toronto office.

A new paper machine of the Dryden Timber and Power Co. has been erected alongside the machine already in operation. The work was commenced over a year ago, but on account of war conditions interfering with the importation of the machinery operations on the new structure were occasionally interrupted.

Capt. William Black, a former member of the London *Advertiser* staff, has won his majority, after two and a half years' service in France. Major Black has been sent to England to act as second in command of the Canadian Army Service Corps training camp at Shorncliffe.

While driving to a political meeting last month Solomon Gosnell, of Highgate, proprietor of the Highgate *Monitor*, met instant death when his cutter was struck by a Michigan Central Railway express train. The body was found frozen in the snow, with many broken bones.

J. Acland de la Hooke is dead in Toronto. For nearly forty years Mr. de la Hooke was a member of the Commercial Travellers' Association. In 1886 he saw service in the Fenian Raid with the Governor-General's Body Guards under Col. G. T. Denison. Previous to his illness he was engaged as advertising agent of the Toronto *Daily Star*.

The sales staff of *Canada Weekly* has been strengthened by the appointment of W. S. Grimwood and J. W. Cambridge. Mr. Grimwood was formerly with the London *Daily Mail*, subsequently serving in the British-American Ambulance Corps with the French Army at Verdun, until his recent discharge. Mr. Cambridge has been with J. J. Gibbons, Limited, Toronto.

Signore Donavaro, the Italian Consul stationed in Welland, is issuing a finely illustrated attractive magazine for Italian readers. Donavaro has had world-wide experience as a journalist, special correspondent principally for the leading newspapers of his own country, and has earned considerable renown as an Italian literary man, his pen name being Vanni Oranova. His magazine is called *La Fiacolla* (English—*The Torch*).

The Christmas, 1917, issue of the St. Thomas *Collegian*, has been issued and is declared to be one of the finest school magazines published in Canada. The *Collegian* is published twice yearly, at Christmas and in the spring, by the students of the St. Thomas Collegiate Institute. The first *Collegian* was printed in 1909. The students appoint their own editorial staff, through the medium of the Literary Society. The *Collegian* was printed by the St. Thomas *Times* job department.

Readers of the Fort William *Times-Journal* were invited to call at the dining room of its hospitable "Hotel de Ville," otherwise the city hall basement, one evening last month, at which place coffee and cake and candy were served by members of the staff and gifts received for the Christmas tree for soldiers' children distributed. Readers were asked to bring an offering of candy, nuts, raisins, oranges or cash. This event of the *Times-Journal* is an annual social function in aid of those especially marked for Christmas cheer.

Lieut. Charles Walker Cavers, a well known Toronto newspaper man, is reported to have been gassed. Going to Toronto about eighteen years ago, Lieut. Cavers joined the staff of the Toronto *World*. He held the post of city editor for a number of years and finally became editor of the *Sunday World*. A short while before the outbreak of the war he left for Montreal to take charge of the *Sunday Herald*, and it was from that city he enlisted in the 60th Battalion in July, 1915. His eldest son, Victor, is also serving in France with the 55th Battery. Lieut. Cavers was born and educated in St. Cathardines.

QUEBEC

Store advertising in Montreal in December was heavier than at any Christmas since the outbreak of hostilities.

Charles Fee has resigned as promotion manager of *La Presse*, Montreal, to become advertising manager of *Le Soleil*, Quebec.

J. M. Gibbon, general publicity agent of the Canadian Pacific Railway Company, in an address before the Montreal Publicity Association, said: "Let every business man remember this—never forget this—that in business the German has been, is, and ever shall be, a crook—taught from the cradle to believe that any means, however dirty, are justified to secure German business predominance." Mr. Gibbon's address dealt with the C.P.R.'s experience with its observation cars in Austria, the same having been confiscated by Austria when the war broke out.

MARITIME PROVINCES

Austin Dunphy has opened a job printing office in Fredericton.

J. D. McKenna, of the Sussex *Record*, has been elected Mayor of Sussex, by acclamation.

Pte. D. Everett Scott, formerly editor of the Richibucto *Review*, and Sackville *Tribune*, has been killed in action.

J. L. Neville, of the St. John *Telegraph*, and Mrs. Neville, are receiving congratulations on the arrival of a son and heir.

Pte. Clifford Cassidy, formerly of the Chatham *Commercial*, will lose the sight of one eye as result of wounds recently received.

Among the St. John newspaper men who covered the Halifax explosion were S. K. Smith, of the *Telegraph*, and T. E. O'Leary, of the *Globe*.

Friends in St. John were deeply grieved when they heard of the death of John Roynane, of the *Chronicle*, who was killed in the Halifax disaster.

The friends of Albert E. McGinley, editor of the St. John *Standard*, are endeavoring to have him accept the nomination for a place on the Commission Board.

Lieut. Horatio Crowell, formerly of the Halifax *Chronicle*, has concluded the company commander's course in England and expects to proceed to France soon.

The Fredericton *Mail* have removed their offices from the Herald Building to the Hodge Block, Fredericton, and installed new machinery in several departments.

O. L. Barbour, assistant editor of the St. John *Telegraph*, spent the holiday season in the hospital, where he underwent an operation for appendicitis. He is making satisfactory recovery.

Miss Bessie Young, for many years monoline operator on the North Shore *Leader*, Newcastle, has resigned and accepted the position of bookkeeper for the Singer Sewing Machine Co.

Printers are reported very scarce all over the province, and several offices are badly handicapped by the call to the colors on the 3rd. Among the well known North Shore men called is Gordon Archibald, assistant foreman of the Chatham *Commercial*.

David E. Scott, for two years editor of the *Tribune*, Sackville, N.B., until he entered the C.E.F. in the fall of 1914, has been reported from France as missing. Tiring of waiting to get from England to France otherwise, he reverted to the ranks and crossed as a private.

A letter to Judge Owen of Annapolis, N.S., from his son, Captain Daniel Owen, formerly a well known newspaper man in the Maritime Provinces, tells that he is now a prisoner in Germany and has lost one eye. His observer was killed when their machine was brought down behind the enemy lines.

Senator Dennis, publisher of the Halifax *Herald*, whose son, Lieut. Eric Dennis, was killed at Vimy Ridge, was presented by the Governor-General with the Military Cross which his son had won for conspicuous gal-

lantry. The presentation was made while the Governor-General was visiting Halifax.

Dr. W. S. Carter, chief superintendent of education for New Brunswick, informed a recent meeting of the Provincial Teachers' Institution, that important changes in the list of authorized school books are under consideration, and also the Board of Education has been considering plans for the introduction of free text books.

R. W. Gould, editor of the *Maritime Retailer*, and S. K. Smith, news editor of the St. John *Telegraph*, are the authors of a volume entitled "The Glorious History of the Fighting 26th," a record of the organization and activities to date of a New Brunswick infantry battalion. The book, which was published by Barnes & Co., St. John, has been well received by the criticis and the sales have been gratifying.

At the rooms of the Moncton Liberal Association last month many active Liberals met to make a presentation to J. T. Hawke, proprietor of the *Transcript*. An address was read and a large library swivel desk chair of golden oak with leather upholstery was presented to Mr. Hawke, accompanied by a second chair to match the library desk chair. In addition there was a beautiful mahogany desk lamp, with inkstand, large ink wells, electric light attachment, shade and socket complete.

NEWFOUNDLAND

The *Illustrated Tribune* was published in December as a Christmas number from the *Plaindealer* office, of St. John's.

The Christmas issue of the *Colonial Commerce*, published by the St. John's Trade Review, was a very interesting publication.

The end-of-the-year issue of the St. John's *Daily News* contains a diary of day-by-day events in connection with Newfoundland's part in the Great War.

The Christmas issue of the Twillingate *Sun* appeared as a six-page paper. The linotype recently purchased by the *Sun* has been delayed in transit. After its installation the *Sun* hopes to put out a special number showing some of the beauties and advantages of its home town.

Mr. Ernest J. Goodland has been appointed representative in Newfoundland for the Toronto Type Foundry Company, Ltd. Mr. Goodland, who is junior partner of the firm of Gray & Goodland, of St. John's, Nfld., is a man of extensive practical experience and T.T.F. Co. is fortunate in securing him as a representative.

The Christmas issue of the *Western Star*, of Curling, was profusely illustrated with local views setting forth some of the industries and scenic beauty of the West Coast of Newfoundland. Its first page contained reproductions of the Royal Newfoundland regimental flags and also photos of some of the lads who have fallen upon the battlefield, including a former member of its own staff.

Sympathy is extended Mr. W. J. Herder, proprietor St. John's *Evening Telegram*, on the death of his son Lieut. Arthur J. Herder, who died of wounds 1st December, at the age of 35 years. This is the second son of Mr. Herder to be killed in action with the Newfoundland Regiment, the younger son Herbert fell in that memorable drive of 1st July, 1916. One other son, Ralph, is yet with the regiment, and a daughter is a Red Cross nurse in England.

The Dead

John Ross, general superintendent at the Abitibi Power and Paper Company's plant, was instantly killed on the transmission line last month. Mr. Ross was the highest paid paper expert in America.

George Copp, perhaps the oldest printer in Ontario, died in the General Hospital in Guelph last month. He was 75 years of age and was born and learned the trade of a printer at Woodstock. He went to Guelph when a young man and was employed continuously in the *Mercury* office for a period of 52 years.

Flavien Moffet, a resident of Ottawa for the past thirty-four years, but a native of Charlesborough, Quebec, is dead at Ottawa. The late Mr. Moffet was sixty-six years of age. For some time he was editor of *Le Temps*, published until recently in Ottawa. At the time of his death, he had been for many years on the translator's staff of the House of Commons. He frequently employed himself in literary pursuits.

Sheriff William Henry Carney, one of the most widely-known and highly respected men in Northern Ontario, is dead at Sault Ste. Marie. He was born in London, England, July 2, 1830, and came to this country with his parents when about six years of age, settling in Simcoe county. In 1866 he went to Sault Ste. Marie, and in 1882 was appointed to the office of sheriff, which office he held ever since. In 1874 Mr. Carney established the first newspaper in the Soo, known as the *Pioneer*, and was its editor.

Alexander H. Crawford, of Toronto, is dead. The late Mr. Crawford was born at Alloa, Scotland, 77 years ago. His mother, Jane McDougall, was directly descended from the same family as Highland Mary, the sweetheart of Robert Burns, whose name he immortalized in verse. Mr. Crawford served as a reporter in his younger years on the Toronto *Globe* under George Brown. Previous to his retirement from active work he was a few years ago appointed on the staff of the proceedings of the High Court of Justice.

William Wilfrid Campbell, the well-known Canadian poet, died January 1, 1918, at Ottawa, at the age of fifty-six. For many years no man has been more intimately associated with the national impulse and aspiration of Canada to express itself in noble literature than the late William Campbell. When the Oxford Press looked for a man to select the representative expression of Canada in poetry it seemed natural that Wilfrid Campbell should be chosen for the task. He had been honored by universities, but his honor will remain most safely and deeply rooted in the hearts of the men and women of Canada. Dr. Campbell was born at Berlin (now Kitchener), Ont., in 1861, of Scottish and English descent, and was remotely connected with Thomas Campbell, the Scottish poet, and Fielding, the English novelist. His boyhood was snent at Wiarton, Ont. He was educated at the University of Toronto and Cambridge, Mass. Ordained in the Episcopal Church in 1885, he carried on parish work in New England until 1888. Returning to Canada, he was rector at St. Stephen, N.B., but retired from the ministry in 1891, since which time he had been attached to the Civil Service in Ottawa. Dr. Campbell, for the past two or three years, has lived on a small farm in the suburbs of Ottawa.

General

The Chicago *Tribune* gave to all its employees a Christmas bonus of 5 per cent. on annual salaries of those who have been with the paper from one to five years, 8 per cent. to those who have served from five to ten years, and 12 per cent. to those who have ten or more years to their credit.

The death is reported in Brooklyn, N.Y., of Mrs. Farrar, widow of Edward Farrar, a well-known Canadian journalist who died a year ago last April. Mrs. Farrar was born at Pickering, Ont., 65 years ago, her maiden name being Annie Peters. For many years she was well known in social circles in Montreal, Toronto, Ottawa and Winnipeg. She was buried in Ottawa beside her husband.

"The Country Weekly" is the title of a practical handbook of some 350 pages written by Phil C. Bing, instructor in journalism at the University of Wisconsin last year and now assistant Professor of Journalism at the University of Minnesota. The book, which was written while he was a member of the journalism faculty at Wisconsin, has just been published, and is the first book devoted exclusively to the country weekly's problems.

The *North American Review* announces in its January issue that it will begin in January the publication of a subsidiary magazine to be known as the *North American Review's War Weekly*. The new magazine will not print advertising, and will not be offered for sale on news stands. No separate subscriptions will be accepted, and the weekly will be sent only to the *Review* subscribers who wish to take the additional magazine.

Hans von Stengel, who has been interned on Ellis Island as a dangerous enemy alien, was on the payroll of William Randolph Hearst's *Deutsches Journal*. Von Stengel is not the first German spy found on the payroll of William Randolph Hearst. Albert Sander, who was but a grade below von Stengel in upper spy circles, was working as dramatic critic on the *Deutsches Journal* when he was seized as one of Germany's spy masters.

Vincente Balbas, editor of *Revista De Las Antillas*, Porto *Rico*, who was found guilty recently by a jury in the United States District Court on four out of five charges in connection with articles appearing in his newspaper, has been sentenced to eight years' imprisonment and a fine of $4,000—two years and $1,000 on each of the counts. Balbas attempted to convince Porto Ricans by a series of articles in his paper that they had no interest in the war, and that their call to the colors was illegal.

Great sums of German money to subsidize Argentine newspapers and a high power radio plant in Buenos Ayres by which Teutons communicated secretly with their government have been revealed in a serious of communications intercepted between Count Luxburg, German ambassador to Argentina, and his home government. Forty telegrams sent by Count Luxburg and constituting another chapter of the intrigues of German diplomacy in neutral capitals were made public by the United States State Department.

The New York *Herald* has begun to publish the names of every alien enemy living in that city. The *Herald* has been busy for weeks compiling these names from the census returns. Statesmen in Washington and in all parts of the United States have congratulated this great newspaper for its splendid work in giving to the American public a true list of enemies in its midst. Other cities have expressed intentions of following the good example. The *Herald* will continue to publish the names daily until the list is completed. Several Teutons threatened the paper if their names were mentioned. The secret service department has thanked the paper for its help.

Disclosures of German corruption in Roumania, in which the press, the army, the Government, institutions of learning and practically every other public function was controlled by agents of the Kaiser, have been made in the shape of articles in the Paris *Journal*. The author of these sensational charges is Roumania's foremost journalist, Constantin Mille, editor of *L'Adeverul* and Deputy for Bucharest in the national Parliament. The *Minerva* and the *Sera*, the property of Prince Gregory Contacusin, were brought for three and one-half millions by the German agent Roselius. An attempt to buy up the great journal *Universul* for seven millions was abortive, thanks to the clear foresight of its editors. The German Legation established two more journals, *Zuca* and *Liebertated*, the directorate of which was intrusted to a condemned fugitive from justice, extradited from many countries.

LINOTYPE INSTALLATIONS

The following is a list of recent Linotype installations: Herald, Alliston, 1 Model 15; Albertan, Calgary, 1 Model 14; Maritime Pub. Co., Sussex, 1 Model 5; Standard, Carmangay, Alta., 1 Model K; Globe, Toronto, 2 Model 9s; Record, Peace River, 1 Model 5; Herald, Halifax, 1 Model 14; Citizen, Kerrobert, Sask., 1 Model 14; Journal, Fort William, 1 Model 5; Record, Sydney, N.S., 1 Model 8; News, Toronto, 1 Model 18; Record, Windsor, 1 Model 14; Dept. of Militia and Defence, Ottawa, 1 Model 19; Free Press, Acton, 1 Model 18; Mail, Toronto, 1 Model 14; Transcript, Moncton, 1 Model 18; Star, Parry Sound, 1 Model 15; Dispatch, North Bay, 1 Model 8; Dominion, Ridgetown, 1 Model 15; Journal, Gananoque, 1 Model K; Advocate, Paisley, 1 Model 1; Signet, Elmira, 1 Model 19; Journal, Renfrew, 1 Model 19; Journal, Ottawa, 1 Model 9.

PRINTERDOM

Red dyes are said to be scarce.

"Cannot get enough men to fill the demand," say Toronto printer officials,

Hustling printers picked up considerable money by developing holiday novelties.

The dearth of printers and press-room employees is illustrated by the daily press want columns.

The Canada Paper Co. have paid considerable attention to cover stocks. They have perfected some of the best goods on the market.

The American authorities, say press reports, have put an embargo on opaque black. This is the coloring for black printing inks. It is also used for coloring rubber tires.

Toronto Union pressmen say that 70 pressfeeders and 20 pressmen have been conscripted Thirty-five pressfeeders are on the first draft. The same ratio will hold good throughout Canada. Automatic feeders and faster presses must substitute.

The embargo on copper caused some trouble to the publications in Canada using American electrotypes. The difficulty has been overcome by allowing these to leave the United States under license. Difficulties are bound to crop up under war conditions, but the authorities of both countries may be relied upon to make conditions as pleasant as possible.

American paper mills are establishing agencies in Canadian cities. Notwithstanding the heavy import duties, they are able to lay down at Canadian points book and job papers at lower rates than the trade in this country has been forced to pay for paper made in this country. Printers claim that the American paper is of better finish and color.

Labor-Saving Equipment

PRINTER AND PUBLISHER'S February issue will feature Labor-Saving and Money-Saving Equipment in the Canadian Print Shop and Bindery.

The skilled compositor, the skilled pressman, the skilled pressfeeder, the skilled binder, cutter, mailer have responded to the call of the defence of democracy the three and a half years that have just passed into time.

Seventy pressfeeders and twenty pressmen this January have gone from one centre—a fair indication of how other Canadian centre print-shop employees are responding to "The Call from the Front" this very moment.

Labor-savers of every kind must take their places.

MESSRS. Press Maker, Automatic Feeder Maker, Cutter Maker, Type Machine Maker, Folder Maker, Ink Maker, Paper Maker—you, gentlemen, who make up the "Who's Who and Why" of the Printers' Wants—suggestions in PRINTER AND PUBLISHER'S February advertising pages will come under the eye of the perplexed print-shop owners of Canada.

Advertising benefits him who buys as well as him who sells.

Last Forms Close February 5

U. T. A. NOTES

THE demand for the services of the National organization cost accountants is ever increasing. Many local Typothetæ are adopting an accounting service in connection with their other activities; this service under the supervision of the accounting staff of the National organization is conducted by having a qualified accountant employed by the local association, to render assistance directly to each member as the occasion demands. Wherever tried, this plan has met with genuine success and worth while results have been obtained. Many individual members throughout the country are requesting cost installation service, which puts heavy demands on the field accounts of the National.

Over 250 students have been enrolled in the United Typothetæ of America Standard Estimating Course for Printers. Some of these enrollments represent individuals taking the course by correspondence while others represent individuals taking the course by group study, which is carried on through local Typothetæ organizations. Those interested in estimating and cost-finding and wishing to obtain full particulars are invited to write National headquarters, 608 South Dearborn Street, Chicago.

Typothetæ organizations have been formed at Sacramento, California, with 9 members; Stockton, with 6 members, and San Jose with 13 members. Through the activities of the United Typothetæ of America, it is expected that several other local associations will be formed in that section of the State.

A second edition of the treatise on the Standard Cost Finding System is just off the press. This booklet shows the various blanks used in connection with the system which are filled in with actual records to illustrate the complete methods of application. A treatise will be sent to any printer interested who will address the United Typothetæ of America, 608 South Dearborn Street, Chicago.

Printers generally and members of the United Typothetae of America in particular will be interested in the new emblem of the U.T.A. as shown above.

Blanks are now being prepared to be submitted to the members of the United Typothetæ of America for a report of their cost for the year 1917. These reports, when submitted by members operating the Standard Cost Finding System are used in making up the composite cost average for the past year. It is suggested that printers desiring to assist the Cost Commission by sending in their figures begin at once the compiling of their statistics so that the blank may be filled out promptly and sent to the National office. An extra effort now on the part of each contributor will mean an early publication of the Composite Statement of Cost of Production for the year 1917.

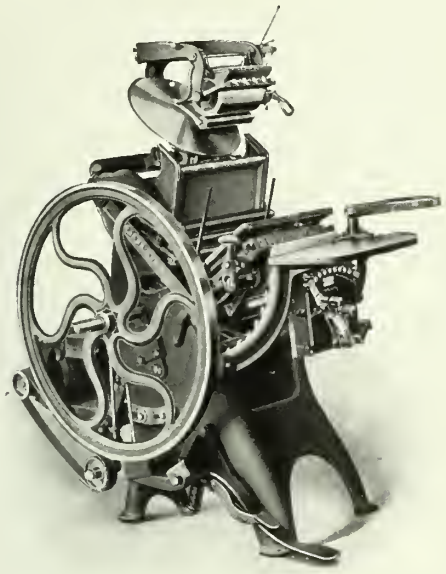
Revisions to the Standard Price List issued by the United Typothetæ of America are on press and will be mailed to the membership some time during this month. These revisions are based on 1916 costs as determined by the Composite Statement. Members should issue instructions to clerks to look out for these revised pages and insert them in their proper places in the Standard Price List immediately.

TORONTO TYPE TO BUILD

THE Toronto Type Foundry will build a brick factory as an addition to their present factory at 70 and 72 York Street, to cost $18,000.

PAPER COMPANY FIRE

FIRE broke out in the building occupied by the Winnipeg Paper Company last month. Owing to the difficulties of shipping collections of waste paper, the company had a large stock on hand. Only the walls of the building are left standing. The loss was partially covered by insurance.



The Golding Jobber

stands in a distinctive position among platen presses and has many points of superiority contributing towards strength, durability, speed, make-ready, the production of superior work and the saving of time and labor. As a customer writes:

"We consider it the best press for all-round work on the market. It is a money-maker."

On display in our warerooms. Send for "A Catechism on the Golding Jobber" and you will be convinced of the claims made for it.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

60 Front Street West
TORONTO

Opposite
New Union Depot

Reliable

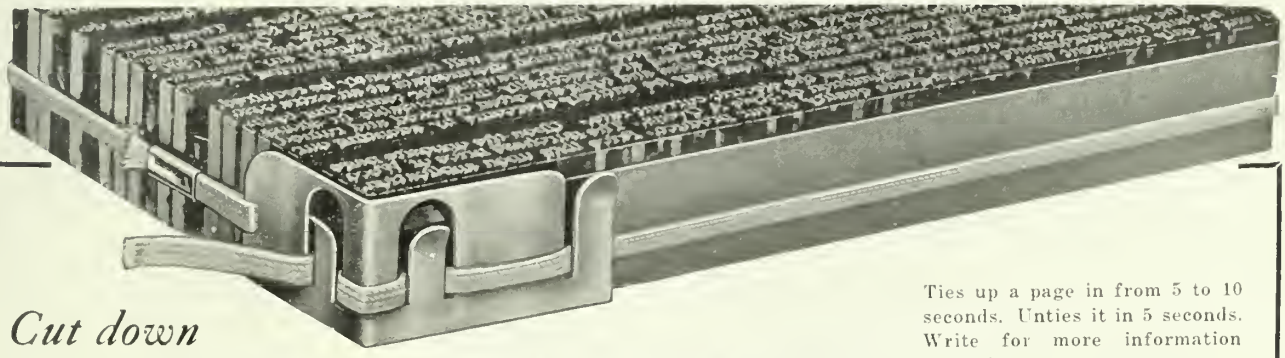
Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

THE STEEL COMPANY OF CANADA
LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John



Cut down your Composing Room Costs with

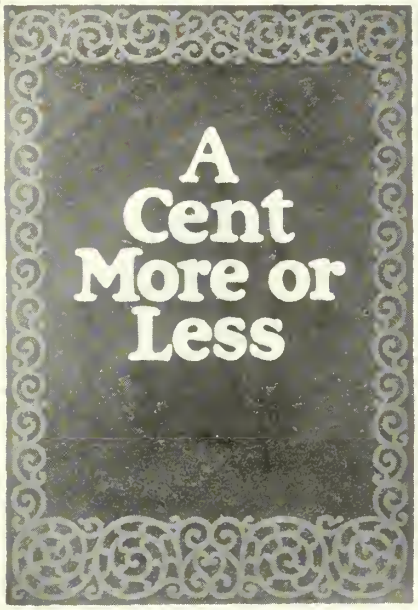
THE HANCOCK TYPE TIE-UP

Ties up a page in from 5 to 10 seconds. Unties it in 5 seconds. Write for more information about it to

H. H. HANCOCK
LYNN, MASS., U.S.A.

NEW RIORDON DIRECTORS

At a meeting of the directors of the Riordon Pulp and Paper Company, Limited, the vacancy on the board created by the death of F. G. Avery, of Ottawa, was filled by the election of Thomas E. Warren, manager Ticonderoga Pulp and Paper Company, Ticonderoga, N.Y. The board of directors was increased from seven to nine members by the election of C. B. Thorne, manager Hawkesbury Mill, and Fred B. Whittet.



The original of this design used by the J. W. Butler Paper Company in an advertisement of their Buckeye Covers was a most effective piece of work. The centre was black, the lettering a sky blue, the border design a tan brown. The treatment certainly commanded attention.

HARRY ROWLEY WITH THE HAMILTON MFG. COMPANY

Harry Rowley, formerly general manager of the Keystone Type Foundry, is now general sales manager for the Hamilton Manufacturing Company, general office at Two Rivers, Wisconsin. He assumed his new duties December 1st.

Mr. Rowley, a practical printer himself, for many years a recognized high class salesman, knows the requirements of printers thoroughly. He was born in Illinois, the son of a publisher of a country newspaper. He entered the printing business at an early age. At sixteen years he started out for himself.

In 1912 F. W. Ayer, president of the Keystone Type Foundry, Philadelphia, Pa., offered Mr. Rowley the position of sales manager for all of the Keystone products. This was in connection with type founding and with the manufacture of steel furniture for printers. He was shortly appointed assistant general manager of the Keystone Type Foundry. In 1916 he became general manager.

In going to the Hamilton Company Mr. Rowley will give direct attention to efficiency methods. He will organize the efficiency service into a working unit.

BUCKEYE COVERS

Buckeye cover papers are being defined very sucessfully and pleasingly by the makers, J. W. Butler Paper Company, Chicago, in the form of a series of special issues of a semi-house organ, very attractively produced. The coated papers made by this firm are also effectively demonstrated.

RAY FEEDMORE ATTACHMENT

A new and quickly attachable and detachable device to expedite the handling of envelopes, tags, cards and other sheets 8½ x 11 or smaller is the Ray Feedmore attachment. It fits the feedboard of any standard platen press.

The makers claim that it adds one-fifth to the earning capacity of each press. The makers state their case as follows: A press running 3,000 per hour will make 24,000 impressions in a day of eight hours. A good feeder, running on envelopes, will get an actual production of not more than 15,000 in that time—a net loss of 9,000 per day—54,000 per week—nearly a *quarter* of a *million* impressions per month—at an average rate of sixty cents per thousand, $140.40—produced—lost. This waste of forty per cent. of the total press time is largely the result of frequent trips to the drying rack or table.

The makers are the Feedmore Manufacturing Company, Ashville, N. Carolina.

PULP, PAPER AND FIBRE

St. John reported the pulp mill steadily employed, and employment for pulp and paper makers at Newcastle continued very good. Three Rivers reported pulp and paper mills working full time, with plenty of orders ahead. At Hull the staff of the Beaver Board Company was slightly increased. Hamilton reported manufacturers of felt and tarred paper busy, and at St. Catharines, pulp and paper mills and other factories making pulp products were very busy. Pulp and paper mills at Ottawa were active. The pulp and paper mills at Port Arthur was installing machinery and contracting for large quantities of pulpwood. Mills on the Pacific coast continued active.

PRINTING, PUBLISHING AND PAPER

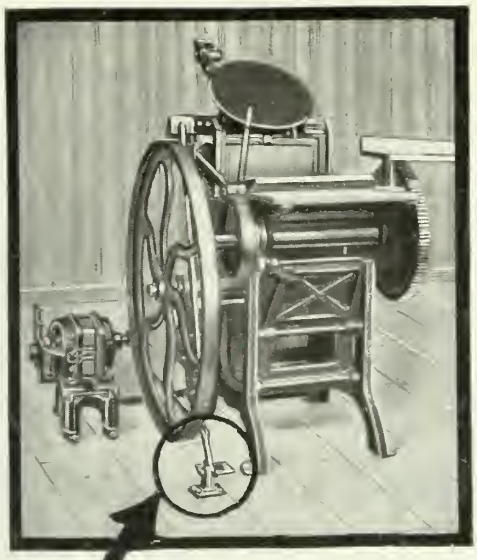
Halifax reported all branches of the printing and publishing group active, with considerable overtime, and at Sydney news-

Clever back page of the *Harvester World*, house organ of the International Harvester Company. Original was in red and blue, and the waved and striped sunset effect in red against white, with the stars in the corner gave one the Stars and Stripes.

paper and job offices were busy. Newspaper printing at St. John was active, but job printing was quiet. Moncton and Newcastle newspapers and job offices reported steady conditions, and at Fredericton all establishments were busy. Montreal reported all printers well engaged, and at Quebec printing offices were well employed, though paper box factories were quiet. At Toronto, printing and allied trades were busy, and experienced help was in demand at box factories. Hamilton reported newspaper and job printing offices fairly busy. At Ottawa, newspaper and job printing offices were busy, and paper box factories were fully employed. Belleville, Peterborough, Galt, Brantford, Kitchener, Guelph and Stratford reported steady conditions in newspaper and job printing, and at Woodstock there was a demand for job printers. At London, newspaper and job printers were active, and paper box factories fairly well employed. Chatham reported a demand for skilled hands in printing establishments. Windsor reported newspaper offices normally employed, job printers busy and paper box factories active on Christmas goods. At Winnipeg, newspaper offices were active, but job printing was dull; bookbinders were very busy, and experienced help was in demand; paper box companies, while retaining their help, reported business quiet. Newspaper and job printing establishments at Regina were fully employed, and binderies were busy. At Saskatoon, printing establishments were very brisk and were in need of skilled help. At Medicine Hat, newspapers and job printing offices were fairly active, and at Calgary were well engaged. Edmonton and Vancouver reported newspaper offices busy and job printing fair. Victoria reported newspaper printing active, but all other branches of the printing industry dull.

The staff (with wives and guests) of the Whitaker Paper Co., Cincinnati, O., on the occasion of the annual convention of the salesmen. This occasion is made much of and is a really big event. The Whitaker Paper Company produced some very fine samples of printing in connection with its programmes, invitations, etc.

The London *Daily Mail*, December 20, began the publication of an American edition from the offices of its Paris edition. The new edition will be for Americans in France and will carry special cables and a page of mail news.



Simplicity of Control is Essential for Job Presses

We have maintained it from the beginning.

But what's more important, thousands of printers *declare* it—with a positiveness that leaves no room for doubt.

Some of them have been using Kimble variable speed, alternating current motors continuously for twelve years—some ten—some eight—some a lesser period.

But the longer they use them the more they appreciate—

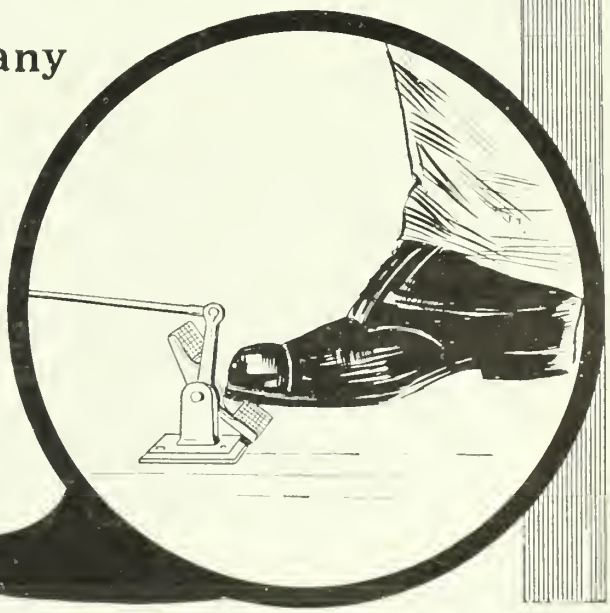
1. That the easy graduation of speed ("a touch of the toe to go fast or slow"—you know) gives the feeder a ***confidence*** that makes him love to speed up, at the same time reducing the use of the throw-off and cutting spoilage to the minimum.
2. That the foot-control leaves the feeder's hands free.
3. That this motor gives both higher and lower effective speeds than can be secured from general purpose motors.
4. ***The great saving in electricity,*** due to the fact that power consumed is proportionate to ***press speed,*** and that every hour's run ***below*** maximum speed saves just that amount of current that other motors burn up in worse-than-useless ***resistance.***

These are *some* of the advantages offered. Send for bulletins and further particulars—and ask for names of printers in your locality who are using Kimble motors.

Kimble Electric Company

GREAT WEST ELECTRIC CO., LIMITED
57 Albert Street, Winnipeg. Manitoba
For all points West of Port Arthur and Fort William

MASCO COMPANY, LIMITED
87 Queen Street East,
Toronto, Canada
For all points East of Port Arthur and Fort William



KIMBLE MOTORS

MACLEAN'S MAGAZINE for FEBRUARY

Sir Sam Hughes — George Bernard Shaw
John Bayne Maclean — Robert W. Service
Archie P. McKishnie — Alan Sullivan, *et al.*

RAISING THE CANADIAN ARMY

The leading article in the February issue of MACLEAN'S MAG AZINE will give the inside story of the formation of the "First Thirty Thousand" and of the part **Sir Sam Hughes** played in it. It will bristle with stories never told before.

SOLVING OUR IMPERIAL PROBLEM

The second article by **George Bernard Shaw** will appear. It is headed, "The Folly of Ulster," but it lays down the basis on which the British Empire must be constituted after the war.

THE DANGER OF THE DYNASTIES

An article by **John Bayne Maclean**, in which he shows how the quarrelling and meddling of monarchs brought about trouble in Europe that led to the war. It is a fearless and intensely interesting article.

BEHIND THE CANADIAN LINES

A second article by a Canadian artist serving in France, **H. W. Cooper**, giving some unusual experiences and profusely illustrated with pen-and-ink drawings by the author.

FINDING THE MEN FOR WAR

An article dealing with the labor problem by **Agnes C. Laut**. It shows how acute the crisis in man power has become in Canada and the United States and suggests the remedy.

WHEN WILL THE GOVERNMENT START?

An editorial article on the need for immediate action on the part of the Government to increase food production in Canada during 1918—a strong indictment of government laxness.

ROBERT W. SERVICE

Another stirring war poem in the new series by this master of martial verse, Canada's most famous poet.

SAFETY IN SUBSTITUTES

An article by **Ethel M. Chapman** on methods of food conservation during the winter months.

THE BALLAD OF THE FORTY SILENT MEN

A story of the battle of Cambrai in verse form by **Alfred Gordon**, a young Canadian poet of remarkable promise.

FICTION

THE WINNING OF YOLANDE

A delightful love story, the third and last of a series by **Ethel Watts Mumford.**

IN THE SHADOW OF OLD CREATION

A strong story of adventure by **Archie P. McKishnie.**

THE PAWNS COUNT

Another long instalment of the secret service serial by **E. Phillips Oppenheim.**

THE MAGIC MAKERS

Second instalment of the strong Canadian serial story by **Alan Sullivan.**

CAPTAIN CARLOTTA

A story of submarine chasing and of a mysterious invention by **W. Victor Cook.**

ALL THE USUAL DEPARTMENTS

The Business Outlook.
The Investment Situation.
Books.
Women and Their Work.
Review of Reviews.

THE BEST NUMBER YET.

At All News-Stands 20c.

Chaucer *said:*

"Now good thrift
have he."

Cent Wise and Dollar Foolish

75 pressfeeders and twenty pressmen of one Canadian city have been conscripted. Thirty-five pressfeeders go in the first draft.

This gives you some idea of the shrinkage of man power in the pressrooms in other centres.

The *Osterlind* does the work of three platen presses.

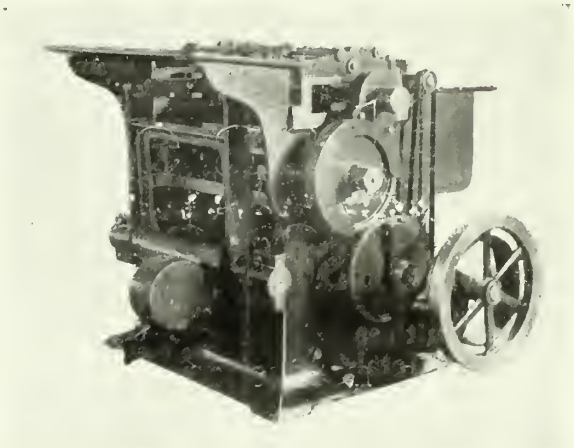
We are dealing with cold facts.

You are confronted with this problem.

You must either invest in faster presses or lose money. It's not a theory—it's a condition you are up against.

Don't be cent wise and dollar foolish.

Buy an *Osterlind*—very reasonable terms. As Chaucer put it: "Now good thrift *have* he."



Miller & Richard, 7 Jordan St., Toronto, also at Winnipeg, are sole Canadian sales agents of the Osterlind.

Type is scarce. We have a good supply of the Famous Scotch M. & R. in Roman and display faces.

Buyers' Guide

E. PULLAN

WASTE PAPER

Largest Dealer in the Empire.

20 Maud Street, Toronto

ROLLERS We give prompt delivery, lowest prices and complete satisfaction

Order your rollers in time to give them opportunity to season.

Winnipeg Printers' Roller Works
175 McDermot Ave. :: Winnipeg

ENVELOPES

Manufactured in all sizes, printed or plain.

Write us regarding your requirements.

The
National Paper Goods Co., Ltd.
Office and Factory 144 Queen St., N.
Hamilton, Canada
Branch Sales Offices: Toronto and Montreal

GOOD SLUGS?

Hoyt's Faultless Linotype Metal is the secret.

HOYT METAL COMPANY
Eastern Ave. and Lewis Street, Toronto.
LONDON NEW YORK ST. LOUIS
Largest manufacturers of mixed metals in the world.

BALERS, WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. West, Toronto.
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Stewart, Geo. M., 92 McGill St., Montreal.

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Standard Paper Mfg. Company, Richmond, Va., U.S.A.

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BOOKBINDERS' MACHINERY
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Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto
Oswego Machine Works, Oswego, N.Y.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

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Publishers' Protective Association, Goodyear Bldg., 154 Simcoe St., Toronto.

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CROSS CONTINUOUS FEEDER
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CUTTING MACHINES
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Miller & Richard, Toronto and Winnipeg.
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Oswego Machine Works, Oswego, N.Y.
Seybold Machine Co., Dayton, Ohio.
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Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

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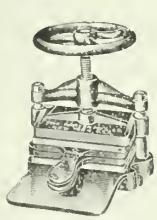

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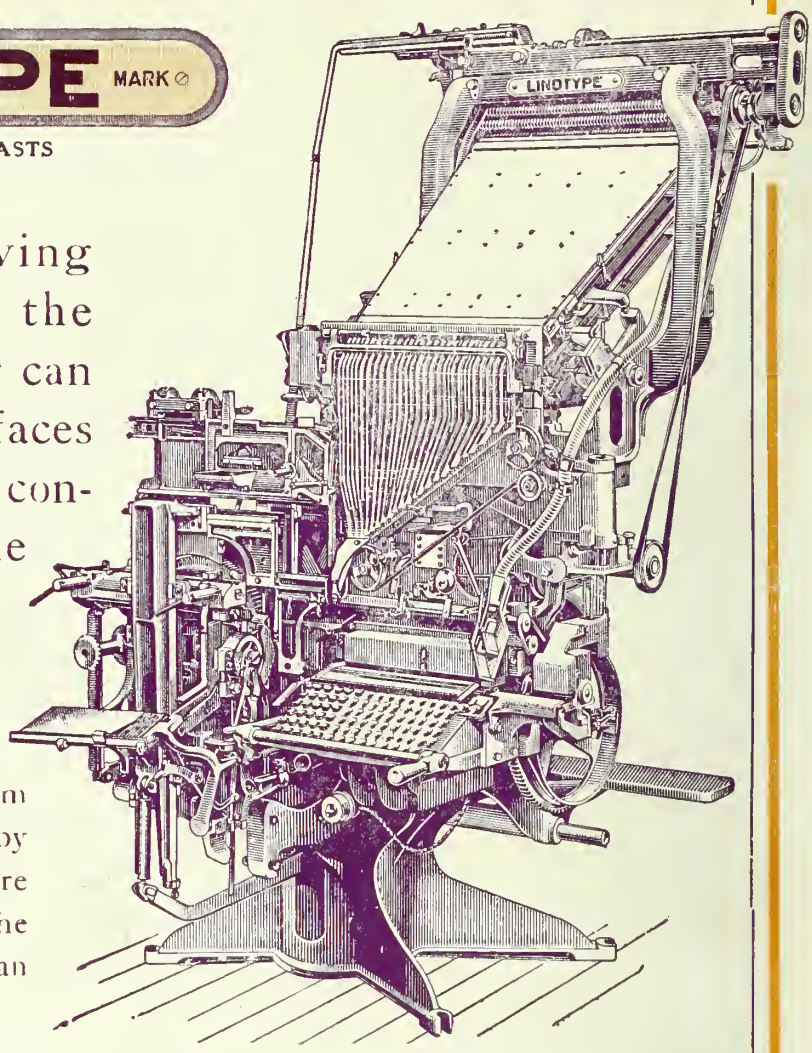

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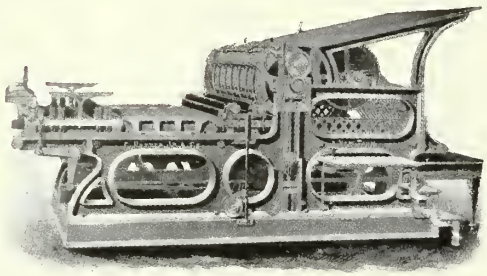

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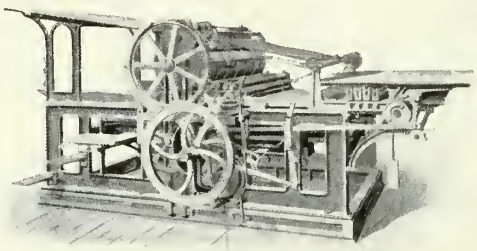

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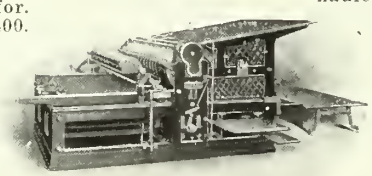

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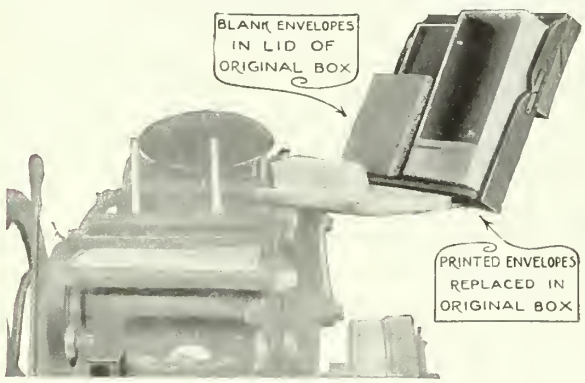

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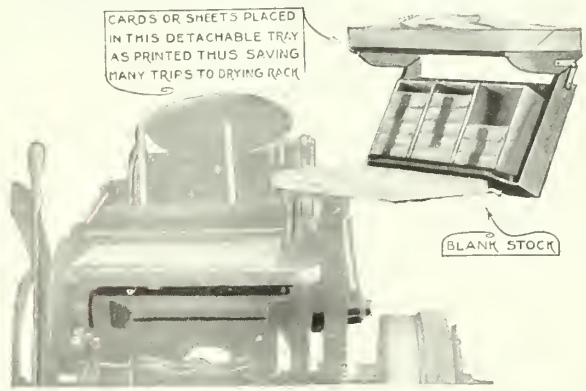

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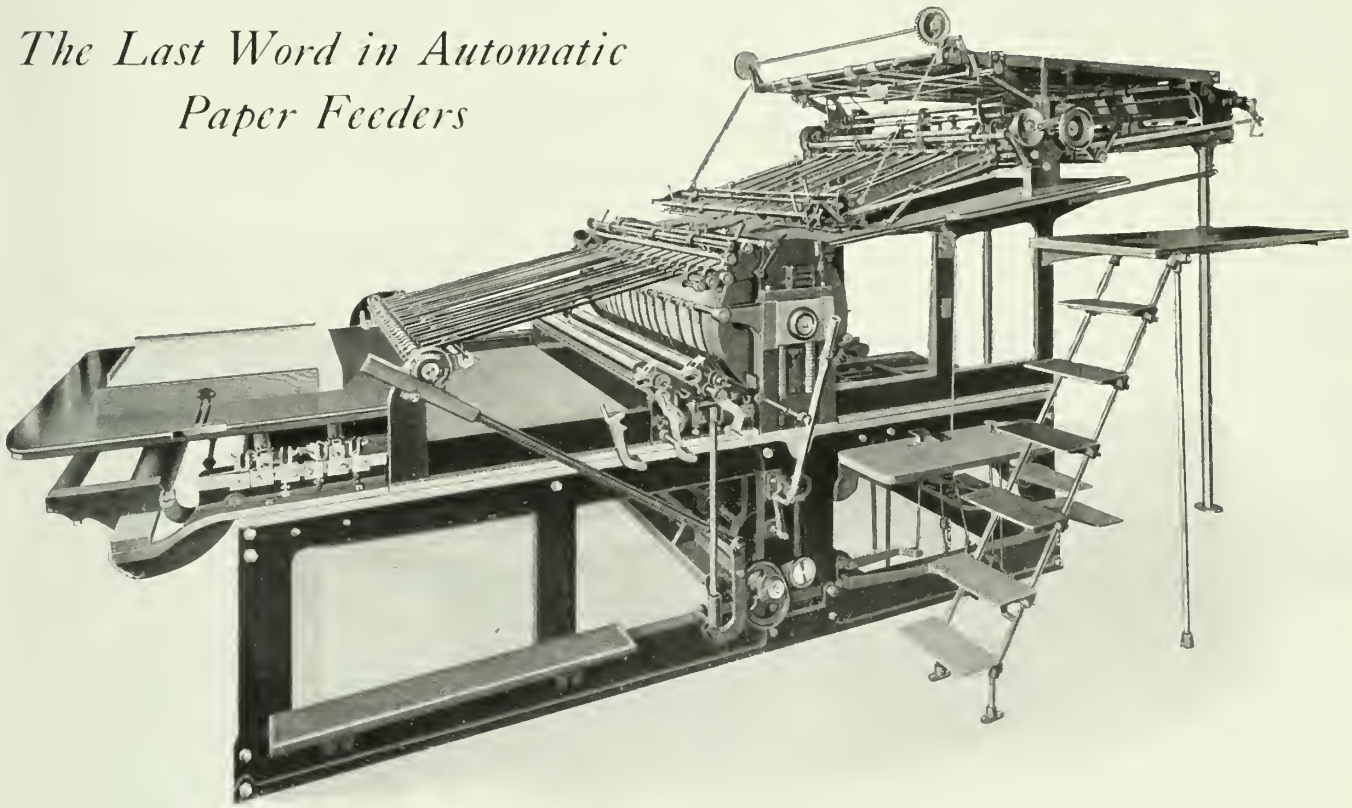

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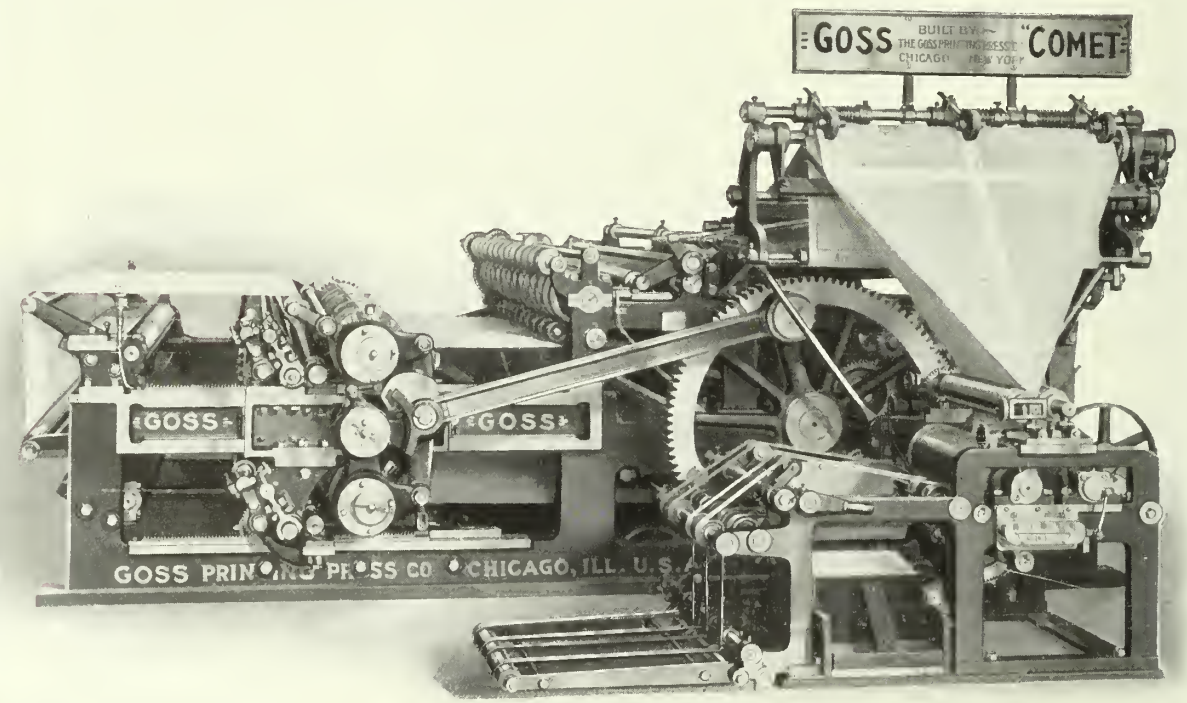

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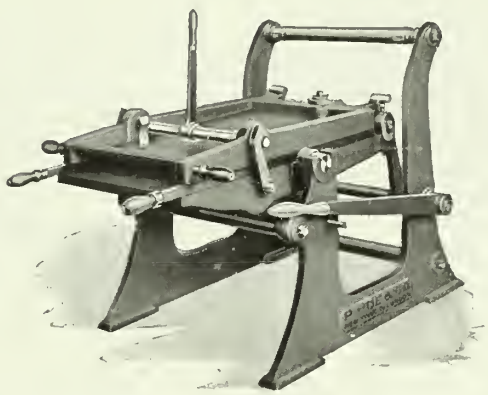

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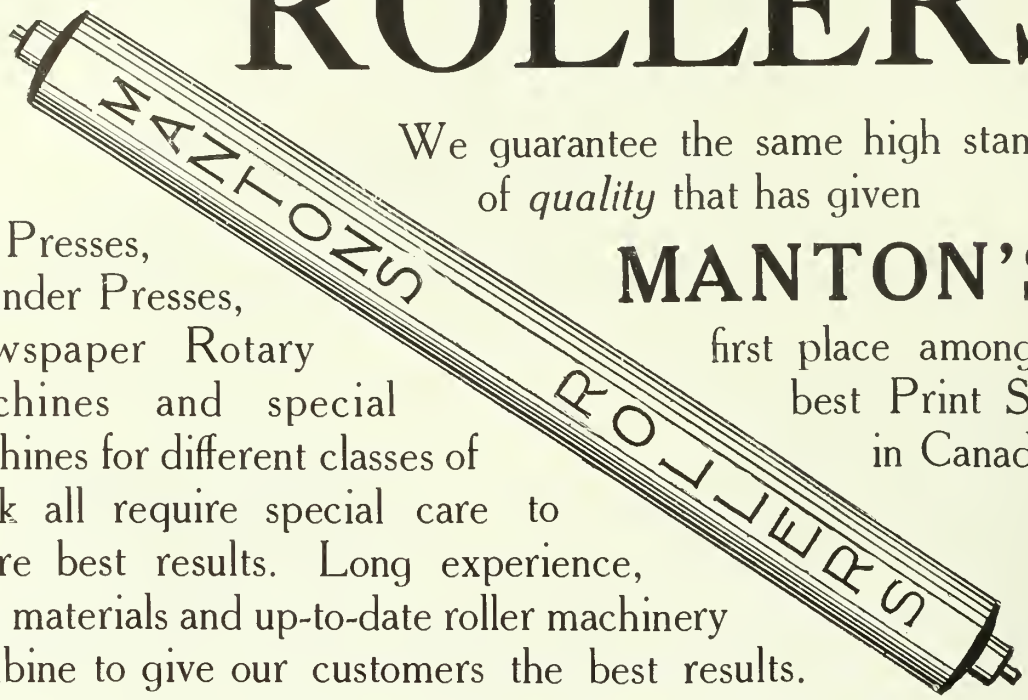

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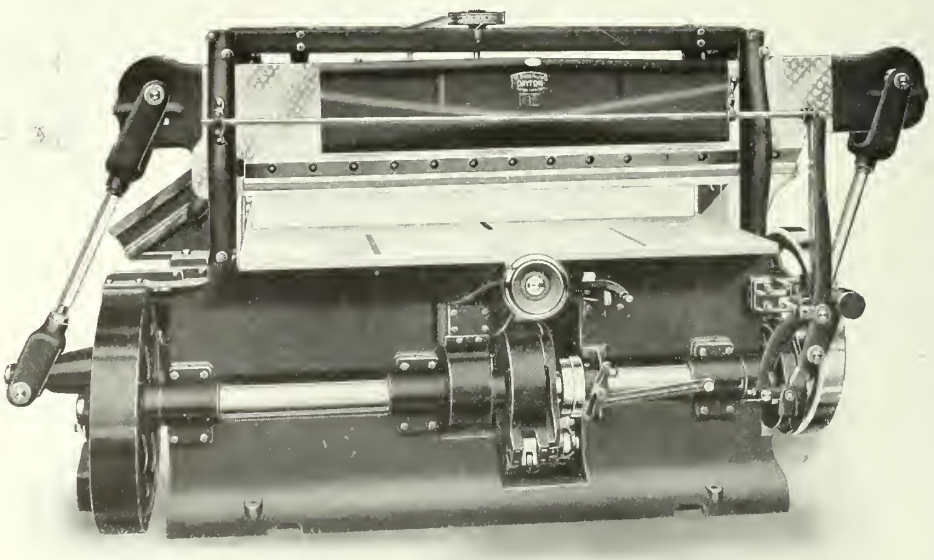

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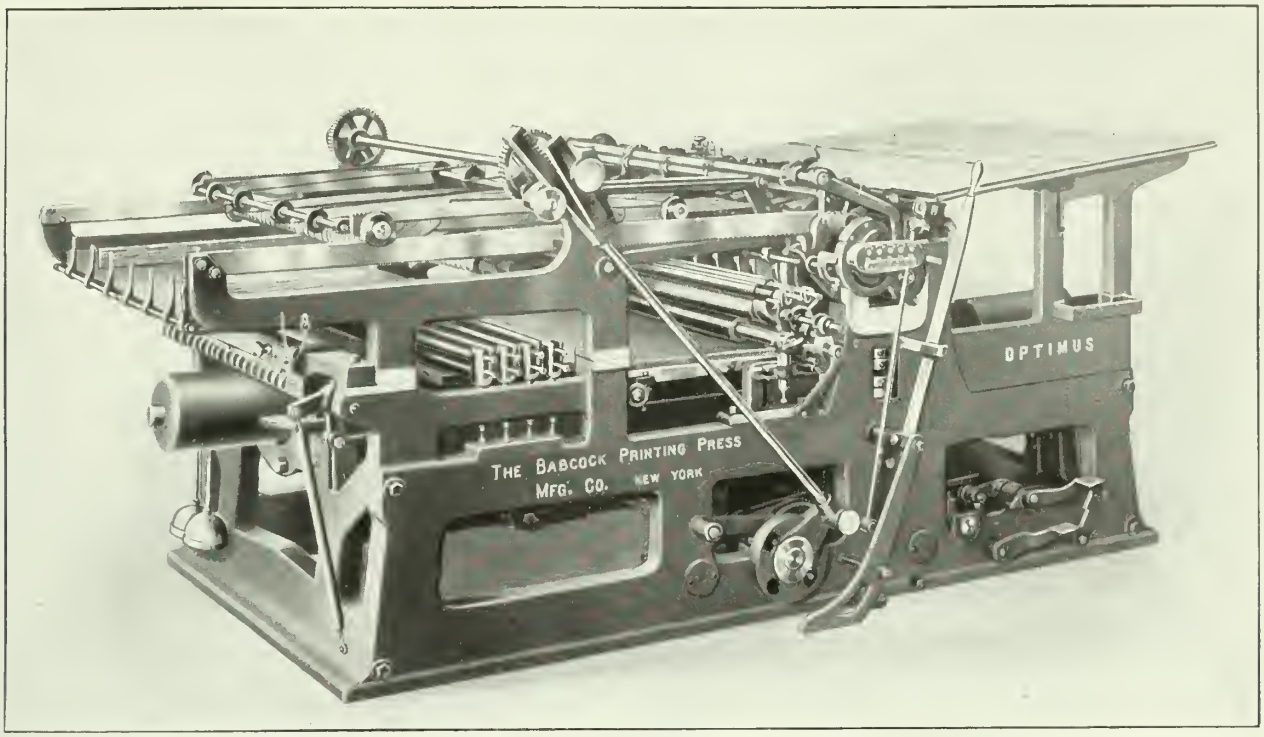
Say you saw it in PRINTER AND PUBLISHER

THE BABCOCK "OPTIMUS" No. 35



Everything you need in a small, two-revolution is embodied in the Babcock "Optimus" No. 35. Bed 27" x 35". Prints sheets 23" x 33" or 22" x 34"

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT. 38 PARK ROW, NEW YORK CITY
Miller & Richard, General Western Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba.

LEDGERS and TRANSFERS

Let us supply you with your Loose-Leaf requirements.
Let us help you to increase your Loose-Leaf business.

WE SELL THROUGH THE TRADE ONLY

Our SPECIAL DEPARTMENT can give you prompt service on all post binders in a quality that enables you to compete with anyone—anywhere. Ask for our Latest Catalog No. 2 and discount sheet.

MADE IN CANADA and made RIGHT

STERLING LUCKETT'S LINE

LUCKETT LOOSE LEAF, LIMITED
539-543 KING STREET WEST, TORONTO, CANADA

STERLING LUCKETT'S LINE

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

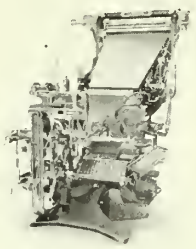
92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Good Plates and Good Printing

are inseparable. Just as the finest piece of press work can be marred by inferior plates so plates of superior quality will enhance the appearance of, and add dignity and tone to, the very best printing your presses can produce. Why be satisfied with any but the best plates? We would like to show you the kind of high-class plate work we turn out. We feel that we can simplify your plate problems and that you will find our plates vastly superior in every respect. Write us, or 'phone Adelaide 4094 for full particulars.

143 UNIVERSITY AVE.



INTERTYPE

"The BETTER Machine"

OUTPUT

After all, the efficiency of a composing machine is measured by its ***output.***

Versatility and quality of product may be essential, too, but ***output*** is what counts in determining profits.

Did you ever hear of a piece-work operator who didn't prefer the Intertype to any other machine?

INTERTYPE CORPORATION

50 Court Street BROOKLYN, N.Y.

Canadian Agents:

MILLER & RICHARD

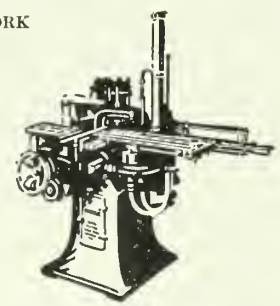
TORONTO WINNIPEG

Through the circulation of misleading and false statements the impression is being conveyed to Printers and to some of the Publishers of the smaller newspapers that the Monotype Non-Distribution System is expensive for equipment and requires so much metal that its use is not profitable.

The Monotype Company asks the opportunity to present the facts in the form of a detailed statement showing total cost and guaranteed economies.

LANSTON MONOTYPE MACHINE CO., PHILADELPHIA

NEW YORK BOSTON
CHICAGO TORONTO



Monotype Company of California, SAN FRANCISCO

169

This advertisement is composed in Monotype No. 36 Series and Monotype Rule

Say you saw it in PRINTER AND PUBLISHER.

Notwithstanding

But

With Hustling

We have kept our stock complete in

PROGRESS BOND

	Reams	Cases
White	15½	15
Tints	17	16½
Golden Rod	18	17½

GENOA BOND

	Reams	Cases
White	19½	18½

ORGANDIE PARCHMENT

	Reams	Cases
White	23½	22½
Tints	24½	23½

ORGANDIE LINEN FINISH

	Reams	Cases
White	23½	22½
Tints	24½	23½

BELL-FAST BOND

	Reams	Cases
White	24	23
Azure	24½	23½
Tints	25	24
Golden Rod	26	25

ROYAL RECORD

	Reams	Cases
White	29	28

KRYPTON PARCHMENT

	Reams	Cases
Suede, Plate and Fabric	31	30

KRYPTON LINEN LAID

Reams	Cases
31	30

Special Prices by the Ton

Order NOW

FRED. W. HALLS PAPER CO., Limited

TORONTO

Miller Feeders

and

Miller Saw-Trimmers

the two biggest profit producers for printers

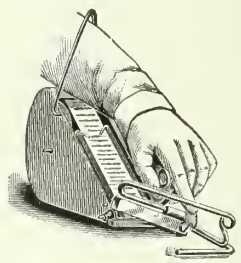
For descriptive matter and prices ask

Toronto Type Foundry Co.

LIMITED

Toronto Montreal Winnipeg

Exclusive Dominion Selling Agents



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE

137 W. TUPPER ST. -:- BUFFALO, N.Y.

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies

Bonds · Diplomas Checks Charters ·

Goes Corporation Record
also
Lithographed Calendar Pads

GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.

· SAMPLES ON REQUEST ·

THE INLAND PRINTER

The Leading Journal of the World in the Printing and Allied Trades.

Every issue contains practical and helpful articles and specimens that can be *used* by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines:

A Story—Interesting and often humorous with a moral.
Editorials—Valuable and lively on timely subjects.
Correspondence—Questions answered and troubles in general solved.
Proofroom—Questions pertaining to proofreading discussed.
Book Review—A digest of the latest and best works.
Job Composition—In this department problems of job composition are solved and numerous illustrations are shown in colors.
Specimens—Under this head booklets, circulars and other specimens of printing are briefly reviewed, and illustrated.
The Printer's Publicity—A review and constructive criticism of printers' advertising.
Bookbinding—An intimate and detailed description of the various processes of bookbinding.
Cost and Method—Especially valuable to the employer.
Process Engraving—Queries regarding process engraving are answered and suggestions and experiments exploited.
Pressroom—The art of presswork discussed in detail.
Newspaper Work—Detailed descriptions and helpful hints on all phases of this subject are given for the aid of publishers.
Machine Composition—The linotype machine and its product are discussed for the help of the operator and machinist.
Trade Notes—Brief mention of men and events associated with the industry published under this heading.
Advertisements—The advertising section is a directory of representative American manufacturers and supply houses.
Inserts—Four to eight pages in colors each month.

THE INLAND PRINTER, 632 SHERMAN STREET CHICAGO, ILL., U.S.A.

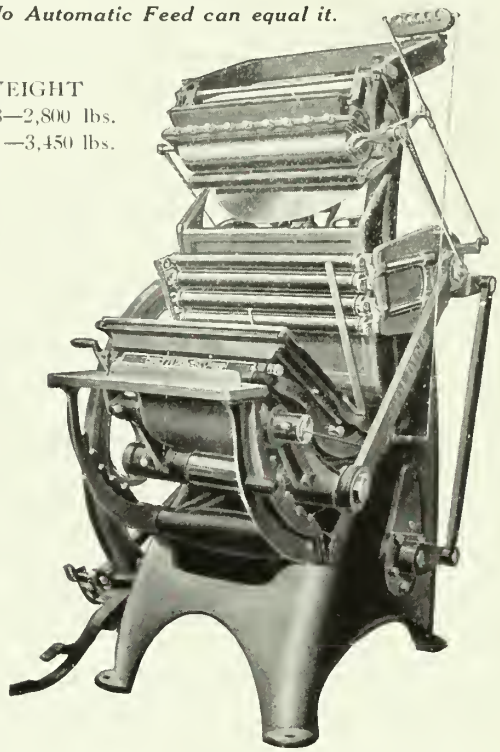
3000 Impressions Per Hour

On 10x15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION—This means two distinct distributions from two separate points at each impression—the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH—DISTRIBUTION—SPEED—assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for a copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto; Geo. M. Stewart, Montreal.

GOOD PAPER BRINGS AND HOLDS ORDERS

We represent Canadian and American paper mills, whose products are beyond question.

Some of the grades we handle are:

Bonds, Book Papers, Coated Papers, Blanks, Genuine Vegetable Parchment, Greaseproofs and Glassines, Plain and High-grade Boxboards, Board and Paper Specialties.

Your inquiries are respectfully solicited.

PAPER SALES LIMITED, BANK OF HAMILTON BUILDING TORONTO - ONTARIO

ASTORIA BOND

A Canadian Made Bond Paper

Parchment finish with a pleasing appearance and feel. For strength and durability it excels many other Bonds at a dearer price.

Carried in Stock:

WHITE, BLUE, PINK, CORN and GOLDEN ROD in all the STANDARD SIZES.

THE **BROWN BROTHERS,** LIMITED

SIMCOE AND PEARL STREETS, TORONTO

YOUR CUSTOMERS' CONFIDENCE IN YOU INCREASES WHEN YOU SUGGEST

Earnscliffe Linen Bond

Because they have known it, used it and liked it for many years.

SEND FOR SAMPLES

Earnscliffe Linen Bond
White and Azure

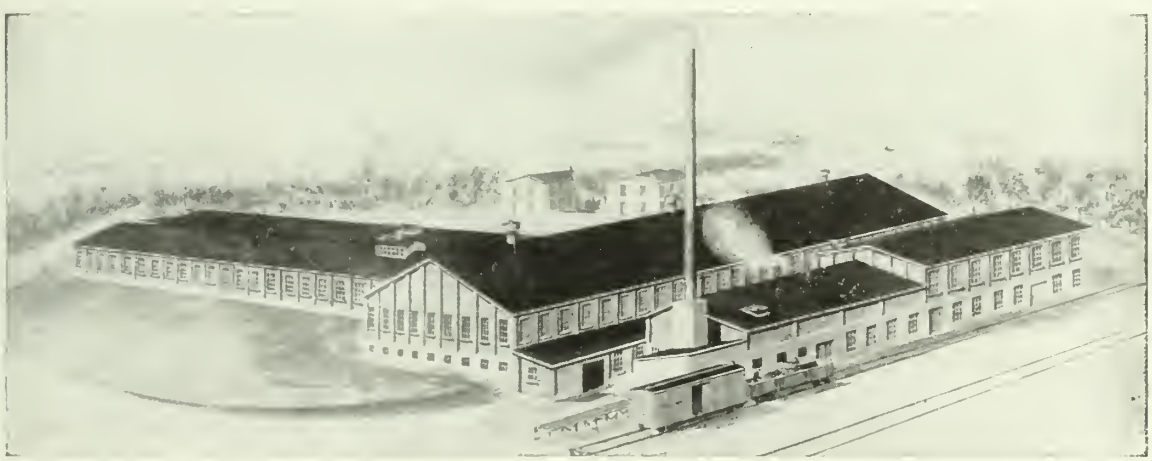
Earnscliffe Linen Ledger
Azure

The ROLLAND PAPER CO., Limited

General Offices:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building

Private Exchange Adelaide 1986

Wilson-Munroe Co., Limited
TORONTO

Buckeye Cover Paper

The Largest-selling Brand of Cover Paper in the World

If you are interested in securing maximum effectiveness with a minimum expenditure of materials and labour—these are the covers to use. They possess beautiful colors—receptive printing surface—great toughness and remarkable embossing properties.

Large stocks carried in our Toronto Warehouse.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

Quality! Efficiency!

BELL-FAST BOND

	Reams	Cases
WHITE -	24	23
TINTS -	25	24
GOLDEN ROD	26	25

WARRENS COATED PAPERS

J. M. Dent & Sons, Limited
Sole Agents in Canada for

John Dickinson & Co.
Limited

Main 585 — 25 Melinda Street
TORONTO

FIRE

Fire and a rapidly increasing list of customers compelled us to seek larger and better lighted workrooms in the Douglas Building, immediately opposite our former premises.

Courtesy and the best service, whether your order is large or small.

Toronto Electrotype & Stereotype Company, Limited
122 Adelaide Street West, Toronto

L. D. 'Phone Adelaide 1638 — TRAYTON BLABER, Manager

Get Embossed Effects on Your Job Press

Reliance Embossing Powder makes this possible. No plates, no dies or special apparatus. Just get

Reliance Embossing Powder

now and start in to produce.

You can then give your customers embossed effects in gold, silver or colors equal to the finest steel die embossing.

Get a sample of Reliance Embossing Powder and prove our statements true.

RELIANCE INK COMPANY, LIMITED
WINNIPEG

MR. PRINTER

Do You Know

That more than 80 per cent. of the letters that go out of the Average Business Office Could Carry a Neatly Printed Blotter Without Additional Postage. Blotters Mailed Out with Letters and Statements Reach Men Who Are Interested in The Goods Advertised.

Persuade Your Customers to Use Them—We Will Gladly Furnish Samples for Your Salesmen Upon Request. Give Your Customers the Reliable Brands:

STANDARD	ROYAL WORCESTER
STERLING	AND
CURI-CURL	DEFENDER
PRISMATIC	(Enameled)

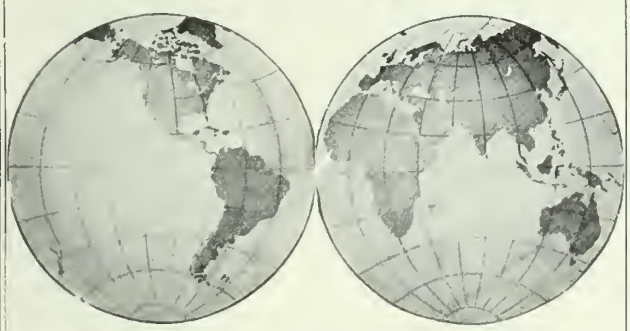
SOLD BY THE LEADING PAPER DEALERS EVERYWHERE.

STANDARD PAPER MFG. CO.

Largest Producers in the World of Fine Blottings

RICHMOND, VA., U.S.A.

WORLD BLOTTING



Fine for high-class printing

When you do blotter work for a customer you want to turn out something classy—something that will give him satisfaction and bring credit to yourself.

World Blotting makes this possible. It is splendidly adapted to better class printing work.

There's a 30 years' success record behind every bit of World Blotting. Get samples of this and our HOLLYWOOD and RELIANCE lines. Try them out.

The Albemarle Paper Mfg. Co.

RICHMOND, VA., U.S.A.

Have You Sent For a Copy of Our New Sultan Sample Book?

THIS book is truly a key to more efficient paper buying. It not only attractively introduces Sultan Covers but it suggests the wise use of color inks on various colored papers.

We will be glad to send this book free to all advertisers, advertising agents and printers—men who sincerely feel they can use a paper as superior as Sultan.

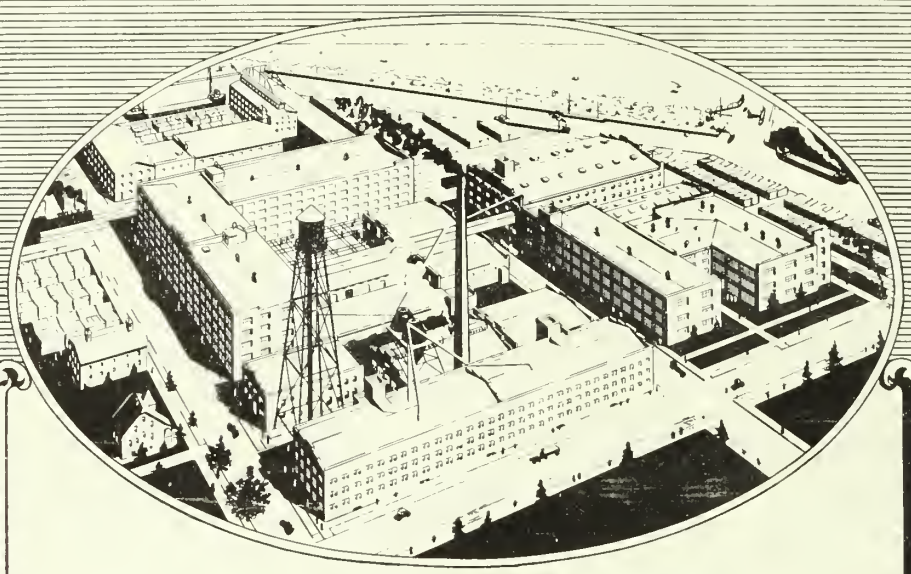
SULTAN COVERS

are very beautiful, both in texture and color. They are very strong. Sultan Covers are made in nine Oriental shades in two weights, 20x25-60, 20x25-100, called Rhinos, and six colors in 20x25-30.

Make application for new sample book either direct or through one of our representatives.

Niagara Paper Mills

LOCKPORT, N.Y.



Conserve Man-Power

YOUR country needs the best work from your workmen. Efficiency will help win the war.

You need the best work if you are going to get the maximum profit.

In your composing room you can save from 10 to 20% in labor with modern Hamilton steel equipment. In addition to the above there are other important savings effected by this equipment.

From a standpoint of profits you can not afford to overlook these savings. Many printing plants, large and small, throughout the country, have availed themselves of the advantages of Hamilton equipment and service. An efficiency engineer to study your conditions and aid you to proper equipment will be sent on request. Help yourselves and your country at the same time by having your plant made efficient.

Hamilton Equipments carried in stack and sald by all praminent typefounders and dealers everywhere.

THE HAMILTON MFG. CO.

Main Office and Factories:
TWO RIVERS, WIS.

Eastern Office and Warehouse:
RAHWAY, N. J.

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York St.; Montreal, 345 Craig St. W.; Rex A. Hand, Representative for Maritime Provinces and Newfoundland, care of Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.

American Type Founders Co., 175 McDermot Ave., Winnipeg.

George M. Stewart, Montreal.

Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.; Anglo-Canadian Type and Printing Machinery Co., Ltd., corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

QUALITY, RELIABILITY, ECONOMY

THESE MOST IMPORTANT POINTS
HAVE
MADE THE REPUTATION
OF

Luxacoted Porcelain Book

AND

Red Seal Coated Book

SECOND TO NONE

TRADE MARK

THE ECONOMY IN USING HIGH-GRADE COATED PAPER
IS PROVEN BY THE EVER INCREASING DEMAND
FOR THE ABOVE QUALITIES

PROTECTED BY REGISTERED TRADE MARKS

MADE IN CANADA AND SOLD ONLY BY

RITCHIE & RAMSAY, LIMITED

TORONTO
CANADA

Western Agents: John Martin Paper Co., Limited, WINNIPEG

Listen! Agree! Oblige!

THESE are the three magic words of salesmanship — Listen! Agree! Oblige! But the average untrained salesman does not know the power of these words.

Usually, he has three other words—Talk! Argue! Compel! These three words have spoiled many a sale and lost many a customer.

Of course, I do not mean that a salesman should surrender to a customer; but I say that he should avoid all appearance of compulsion.

The art of salesmanship is in getting the customer over to your point of view without pushing him. And the secret of doing this is to really desire to be helpful, both to your firm and the customer.

If you don't believe this, please give it an honest trial on at least three customers. Try it for one day anyway, and see what will happen. *Listen! Agree! Oblige!*

BY

HERBERT N. CASSON

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

The Year 1917 in Canada Was Good for Printers

Several New Plants Erected and Equipped—Supply Houses Had a Good Year—Interest in a Cost System Grows — Conditions Require More Machinery — Printing Prices are Going Up, and the Outlook is Very Good

THE year 1917 saw a fair amount of activity in Canada in the matter of the erection and equipment of printing and publishing plants. The erection of new plants was, however, limited, due in part to the difficulty in getting labor, and in part to the exceedingly high prices of materials and labor. There is a disposition to postpone, wherever possible, all building operations until after the war, when it is confidently hoped the cost of building will fall. The notable erections in 1917 were due mainly to fires which destroyed plants, and which it was absolutely necessary to rebuild.

In the matter of equipment, the supply houses had a good year in 1917. Businesses, taking it by and large, has been gratifyingly good, and printing establishments have had to instal new machines and equipment, not only to take care of larger business, but to replace men. The man shortage ever since war broke out, has been acute, and with the advent of conscription, it became immediately worse.

The prosperity which is universal in Canada is shared in by printers, if not equally by publishers. Job printers can always charge up against the customer all increases of costs in wages, paper, ink, and other items of cost. It is otherwise in the case of publishers. Yet publishers have, as a general thing, been collecting more for their product from subscribers and advertisers, and so are not utterly to be pitied, though nearly all daily newspaper and magazine publishers shed copious tears because of the reprehensible tendency of paper-makers to charge, or want to charge, higher prices for their product.

Typesetting machines have had an excellent sale in Canada in 1917, and firms providing furniture of all kinds are not grumbling.

Since the times have made it fairly easy to raise prices, and have likewise made it necessary to scrutinize costs more closely, printing in Canada has been put on a better foundation in many shops. The Secretary of the United Typothetae of America, in a communication to PRINTER AND PUBLISHER, says that his office has had a very pleasing increase in the number of enquirers from Canada regarding the Standard Cost System issued by that organization. Also, the correspondence which has come to PRNTER AND PUBLISHER during this past year on the subject of printing prices and a cost system, is an index of the increasing interest in better methods of operation and in improved office practice. Some of this interest has been reflected in PRINTER AND PUBLISHER'S own pages in 1917. A skim through the issue of the year reveals that we have had articles or contributions relating to printing in some one or other of its many phases as follows:

The Training of Apprentices at the Lakeside Press.

Planning a Printer's-Publisher's Building for a lot 30 x 100.

Cost-Finding Receiving Much Greater Attention.

Clearing $1,000 a Year From a Printing Business.

Making $5,000 a Year in Profits and Salary.

Fair and Safe Estimating Calls for Good Forms.

Three Most Important Items of Factory Cost.

Suggested Fair Hour Charges for Printing.

A Profit on Every Job—Solving the Problem.

Printers Must Increase Their Selling Rates.

Eliminating Guess Work in Estimating.

Training Printers Apprentices in in Old London.

Concerning Printing Prices in Western Canada.

Henry Upton of Montreal on Printing Prices.

Pure Air is Necessary to Life and Efficiency.

In addition to these major articles there were many of short length dealing with the printing business.

The principal erections of 1917 were the new plants of:

Stovel Company, Winnipeg.

Public Press, Winnipeg.

Crain Printers, Ottawa.

In the case of Stovel Company, Crain Printers, and a number of smaller plants throughout Canada, the new structures and plants were made necessary because of the destruction of former buildings and equipment by fire.

In this issue of PRINTER AND PUBLISHER we are able to give some account of three printing offices whose erection and equipment took place in 1917. These are:

The Smiths Falls *News*.

The Penticton *Herald*.

Crain Printers.

We had hoped to have had descriptive and illustrated accounts of the new Winnipeg plants, but were disappointed. We hope in an early issue to give details concerning the fine establishments of Stovel's and Public Press.

PENTICTON HERALD

The Penticton (B.C.) *Herald* moved into new and commodious quarters in August last.

Eight years ago, the *Press*, which was struggling along in a little shack, hardly large enough to hold the present newspaper press, was bought out by The Penticton Herald Printing and Publishing Co., and the name changed to the Penticton *Herald*. The plant was moved into a larger frame building, which had done duty as the local post office, and later as a general store. A new Babcock Regular was installed and the paper enlarged, and for the next four years or so the company grew and waxed fat on the returns from the boom days' advertising and commercial work. However, the revenue didn't go out in dividends, but was judiciously used in adding more and better plant as the business grew and demanded it. Then came the slump that hit all Canada, and the present grievous war followed in its wake, and retrenchment and economy was the order.

About this time a new manager was required, and R. J. McDougall, city editor of the Vancouver *Province*, at that time, after looking over the situation, figured that the *Herald* should prove a good investment, and straightway purchased the controlling interest in the concern and became editor and manager. Mr. McDougall had been well trained in the school of journalism, and he rightly decided that the old order of things in the mechanical end of the business must go, and from the moment he stepped into control the old method of sticking type by hand was doomed. He installed a No. 5 linotype and brought with him from the coast a machinist-operator, James C. Hanley, who was also a thorough printer in all branches of the trade, and who, besides operating the machine, also acted as foreman, with a general supervision over the plant. Then *The Herald* began to make itself felt in the journalistic world, and it has gradually cast its swaddling bands and evolved from a mediocre paper to be conceded one of the leading periodicals in the interior of British Columbia.

About a year ago Mr. McDougall decided that the home of the paper wasn't good enough looking for the *Herald*, and began figuring on a building that would suit the needs of the business from every angle. It was finally decided to erect a concrete edifice 43x60 feet measurement, and plans were drawn. The building was completed on August 15th last.

New home of the Smiths Falls *News*, a commodious and well-equipped producing plant.

The *Herald* is now properly housed. An airier, brighter or more commodious printing office would be hard to find, declares Mr. Hanley, who has worked in many a printing office in cities all through Canada that are put to shame by this bright print shop, sanitary to a degree, in which it is a real pleasure to work, and in which every assistance is given by the front office to make life a little sweeter.

The motive power is gasoline, as the town does not as yet operate its electric plant in the day time, and the engine is a good one, solidly set on a concrete foundation and housed in a little room of its own at the back end of the building. The big Babcock Regular is also flattered with a concrete base, and stands immediately adjoining the engine room in the center between the two walls. On one side of it are two platens, and directly in the center of the room and immediately under a large skylight is a big steel Hamilton make-up stone, well outfitted with trays for storing standing forms and advertising plates. Congregated around the windows, and laid out to the best advantage are the type cabinets, stands and proof press. Three other stones back the wall that divides the front office from the workroom. The linotype is handily placed half-way down the lighted side of the building.

A new feature which The *Herald* has incorporated in its new abode is the use of stock cupboards instead of a stock room. The *Herald* believes that it is the originator of this system, it being the idea of the foreman Hanley. Along the dead wall side of the building these cupboards have been built, eight feet in height and ten compartments in number, with a door to each; four shelves are allowed, except where stock is stored that is bought in only small quantities, when more shelves are used. The stock is all neatly laid away and each door labelled with the contents, which is absolutely free from light or dust. This saves an enormous amount of room and trimmings or scrap cannot accumulate. The paper cutter is placed handy to these cupboards and running from them to the front window a long table has been built to take care of folding, binding, padding, etc., and immediately back of this stand the stitcher, puncher, perforator, etc.

The business office is laid out in two sections, a public office and a private one, and its arrangement makes for everything that is efficient or of public service.

The location which is right in the center of the town, yet just outside the high tax rate area. The building allows for a large addition at the rear and for an extra storey, should the occasion arise.

NEW HOME OF CRAIN PRINTERS, OTTAWA

On page 21 is shown an illustration of the new building erected for Crain Printers, Limited, by Rolla L. Crain, president of the company.

The building is one storey and basement, the walls being constructed of cement and brick. The basement floor is of cement and first floor of heavy mill construction. Every precaution has been taken against fire, a sprinkler system being installed throughout the building and all electric power and lighting wire being in condulets.

The building faces on Spruce Street and runs through the block to Elm Street, and is 66 x 200, with an extension on the west side 16 x 90. This extension is used for the heating plant, fuel storage, monotype casting room, shipping room, elevator and lavatories, allowing the use of all the main building for office and factory purposes.

In planning this building the builders have aimed at giving good light, heat and ventilation. This has been accomplished to the satisfaction of the occupants.

The manufacturing is done on one big floor without any partitions to obstruct the view of the entire plant from any point in the building.

All machinery is driven by direct connected motors, eliminating all shafting and overhead belts, the heavy machinery being placed on concrete foundations.

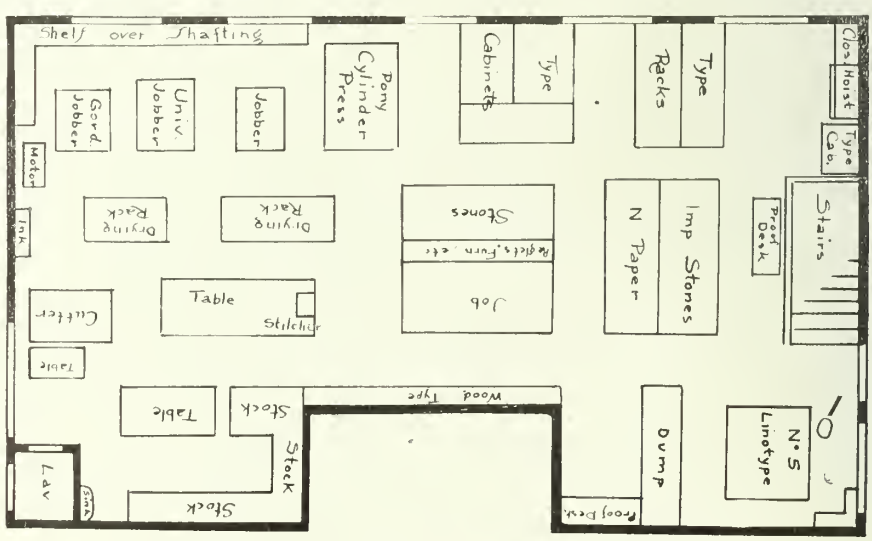
Two boilers supply the steam for heating, and owing to the fact that at times Ottawa has extremely cold weather, sufficient radiation was installed to give more than enough heat in the coldest weather. Sectional radiators are placed under all windows, and steam coils under all North light windows in the roof.

The office record filing room is in the basement directly under the office. Here is kept a record of every job turned out in the plant. The balance of the basement is used entirely as a stock room.

NEW HOME OF SMITHS FALLS NEWS

In the early Spring of last year the Smiths Falls *News* moved into its fine new home on Main street, specially planned and built for it, and this new home houses one of the most complete, efficient and up-to-date newspaper and printing plants in Eastern Ontario outside of the cities.

Three floors are occupied, the total floor space being over 2,500 square feet. The office and editorial departments are on the ground floor with large plate glass window for display and lighting. And a very attractive place the office is; walls



Ground floor plant of printing office of Smiths Falls *News*.

and ceiling in panelled beaver board above burlap, and painted and varnished in brown tones; hardwood floor, open stairways and quarter-cut oak furniture. A stairway goes down to the press room and stock room in the basement. Here the big Campbell newspaper press, which prints eighteen hundred copies of *The News* every week in a little over two hours.

The basement was planned and prepared for this heavy press, whose weight is well over seven tons, and resting on a cement bed it is run by a two-horse power motor with very little noise and no vibration. The formes go down from the news room on an elevator and the handling of them is reduced to the minimum. The basement is well lighted and also provides room for the machine that folds the papers as fast as they come from the press and the tables on which they are addressed and arranged for mailing. The motor, shafting and belts are entirely hidden, and "safety first" prevails here as all over the plant.

On the third floor is a large, well-planned and brightly lighted work room. Here is locater the type setting machine, a No. 5 Mergenthaler linotype. Conveniently arranged throughout the big room are the tables and stones on which the pages of the paper are made up and the racks of type for setting headings and "ads." On this floor is the very complete job-printing department, which includes a cylinder press, three jobbing presses, cases of type, shelves of wood type, imposing stones, cutting machine, stitching machine, drying racks and stock of printing papers, cards, forms, etc.

Special attention has been given to lighting, and in the day time the place is almost as bright as outside, there being nine large windows on three sides, and at night there is an electric light yherever needed with ceiling lights for general lighting. Heating and ventilating is amply provided for, and there is every convenience for the safety and comfort of the staff as well as for the economy and efficiency in turning out printing.

THE BICALKY VENTILATING SYSTEM

Last year the MacLean Publishing Company (producing PRINTER AND PUBLISHER and thirteen other publications), installed in its composing room the Bicalky exhaust ventilating system. This system is used by the Statler hotels, several big smelting companies, and numerous other American concerns. The first—and so far the only—Canadian installation is that of the MacLean Publishing Company..

This system depends for its action on a rotating fan wheel on the roof, which operates with almost a breath, so lightly is it poised on its bearings. This, in motion, creates an exhaust and draws from the composing room, through direct pipes, the air. These pipes are placed immediately behind the battery of linotype machines. A pipe with an open bell mouth, is placed behind each machine.

This system of ventilation was rather fully described in the December, 1917, issue of PRINTER AND PUBLISHER, to which issue interested readers are referred.

New home of Crain Printers, Ottawa, built to replace former premises which were destroyed by fire.

PRESSES INSTALLED

Not a few printing and publishing houses in Canada installed presses of large capacity, and smaller presses were installed by many firms. The T. Eaton Company's Winnipeg plant installed a 32-page magazine rotary press, and the Montreal *Shareholder* put in a $15,000 Hoe press. A fine press, rather a wonderful one, has been purchased to print the publications of The Continental Publishing Company, who are having erected a building on Spadina avenue, Toronto, and which will be ready for occupation very shortly.

Yet it is not this equipment of new plants or the purchasing of a few expensive presses that has given the supply houses their good year of business. Rather is it the requirements of the thousands of small and large plants in Canada whose energies and service are attracting business, and whose pride in their craft and product lead them to desire and purchase the things necessary to produce good work.

The outlook in Canada for printers who have the will and ability to produce superior work is glowingly bright, because of the nation's unprecedented prosperity, and because of the ever-growing demand on the part of those with merchandise to sell for the conquering services of printers' ink.

PUBLICATION DATE FOR MAGAZINES

THE publishers of the *Ladies' Home Journal* announce that they "have discovered the absurdity of the general custom of issuing magazines from ten days to three weeks or more ahead of the date of publication." The magazine now appears on the first day of the month of issue instead of the twentieth of the month before.

MacLean's Magazine, Toronto, is to be issued hereafter on the 1st day of the month instead of on the 15th of preceding month as formerly.

Farmers' Magazine, Toronto, has been changed from a monthly to a semi-monthly, publication dates being 1st and 15th. The subscription price of $1 remains unchanged.

U.T.A. IN CANADA

AT A recent conference of the Executive Officers of the United Typothetæ of America, the United States and Canada was subdivided into districts, to intensify effort and secure maximum results in organization extension work. This will be accomplished through the co-operation of the members of the Executive Committee who can supplement the efforts of the National Office in the territory which they represent.

Alberta and British Columbia's committee-man is Pliny L. Allen, 117 Columbia St., Seattle, Washington; and the man for Saskatchewan and Eastern Canada is John Stovel, the Stovel Company, Winnipeg.

A MAMMOTH ISSUE

THE annual Review Number of the *Iron Age*, New York, published in January, carried 848 pages of advertising and reading, and was the largest issue of a trade paper ever published on this continent—perhaps in the whole world. The advertising carried totaled 718 pages, leaving 130 pages of reading matter. In the regular issues of *Iron Age*, which is published weekly, from 370 to 470 pages of advertising are carried.

PRESENTED VICTORY BONDS

THE Dominion Press, Montreal, of which Henry Upton is president, presented a Victory Bond to each of its loyal employees as a mark of Christmas good-will. In a printed statement issued to employees, the president referred to a strike of local printers which adversely affected the company's earnings.

CARE OF ROLLERS

PROBABLY the best way to keep composition rollers when idle for some time is to coat their face and ends with vaseline or petrolatum.

Lye should not be used on rollers. Following are safe and effective detergents which will remove dried ink: Acetone, aniline oil, benzole, chloroform, carbon tetrachloride, crude carbolic acid, ether (sulphuric), solvent naphtha and spirits of turpentine. Turpentine is slightly more effective than benzine. At the present time crude carbolic acid is the cheapest of those mentioned. It is used on a rag like kerosene or benzine. Violent rubbing is not necessary; merely going over the roller for a minute or two to allow the liquid to cut the dried ink is sufficient. After the dried ink has been loosened it is washed off with kerosene or benzine.

MARRIED 58 YEARS

ON January 4 last, Mr. and Mrs. Edward Mundy, Oshawa, celebrated the 58th anniversary of their marriage. Mr. Mundy is one of the oldest newspaper publishers in Canada. For about twenty years—from 1860—he lived in Port Perry, where he established and edited the *Standard*, now the *Star*. He subsequently moved to Uxbridge, where he founded the Uxbridge *Advocate*. In 1878 he purchased the *Ontario Reformer*, Oshawa, and for a time conducted both this paper and the Port Perry *Standard*, which paper he disposed of to his eldest son, E. J. Mundy.

For the past forty years Mr. Mundy has been closely associated with the educational, church and political life of South Ontario.

Mr. Mundy retired from active participation in his publishing and editorial interests in 1910, and the Reformer Printing and Publishing Company was organized, with himself as president and with his son, Charles M. Mundy, as business manager and secretary-treasurer.

The Oshawa *Reformer* is among the best weekly papers in Canada, from both business and editorial standpoints, and does a very extensive job printing business, which is wider than local. Recently there has been installed a new Swiss-Chandler and Price 12 x 18 press, with Miller automatic feeder attachment. This is the first press of this large size to be sold in Canada.

In a reminiscent vein one recalls the warfare or rivalry between the Port Perry *Standard* or *Star*, as it became to be known, when owned by Mr. Mundy, Sr., and the Port Perry *Observer*, of which H. Parsons was and still is publisher and editor. Time and growth have accomplished their softening and charitable work, as witness the following tribute from Mr. Parsons to Mr. Mundy in a recent issue of the Port Perry *Observer*:—

THE OSHAWA REFORMER

"In point of antiquity as a publisher in this county as well as for success attending the application of his professional duties, E. Mundy, of the Oshawa *Reformer*, stands unrivalled there is no question, and it is equally certain that at the present time is publishing one of the most modern, most progressive, most influential and best weekly journals anywhere to be found outside the largest cities, and Oshawa, the county at large, and the area where it circulates have every reason to be proud of their *Reformer*, which, during the late election, did much, both by its pen and influence, to enhance the very large majority recorded in this riding for Mr. Smith and the Union Government. The other day Mr. and Mrs. Mundy celebrated the 58th anniversary of their marriage, and all will be delighted to know they are enjoying the best of health. Long may they live to enjoy the emoluments they so richly deserve."

In point of service, as well as of years, Edward Mundy, of the Oshawa *Reformer*, is no doubt the oldest newspaper man in the Midland district, with the exception perhaps of E. D. Hand, who lately retired from the Fenelon Falls *Gazette*.

PRINTER AND PUBLISHER extends to Mr. and Mrs. Mundy felicitations on their long and happy married life.

GOLDEN WEDDING

MR AND MRS. WM. WILLIAMS, of Collingwood, celebrated their golden wedding on Christmas Day. Before entering journalism as one of the proprietors of the Collingwood *Bulletin*, Mr. Williams was principal of the Collegiate Institute in that town. For the past three or four years he has been Deputy Reeve of Collingwood.

EDWARD MUNDY

President of the Reformer Printing and Publishing Co., Oshawa, publishing the Ontario *Reformer*, with which paper Mr. Mundy has been connected forty years. Mr. Mundy has just celebrated the 58th anniversary of his marriage. He enjoys good health, despite his 80 years.

FOREST FREE PRESS

WITH the issue of January 3 last the Forest *Free Press* entered upon its fortieth year, and its thirtieth year under its present ownership. In point of continuous publication under the same management it now stands at the head of the list of all the papers in Lambton. All the other papers in the county that were being published when the *Free Press* was established have since given up the struggle for existence or have been merged with other publications. H. J. Pettypiece, the editor-proprietor, has satisfaction in the knowledge that the *Free Press* is Lambton's oldest newspaper.

70TH ANNIVERSARY

WITH its issue of January 4 the Carlton *Sentinel*, published at Woodstock, N.B., celebrated its seventieth anniversary. A sketch of the history of this newspaper appeared in the July, 1917, issue of PRINTER AND PUBLISHER. For a weekly newspaper to attain the age of three score years and ten is an achievement to be proud of.

LIBERTY OF THE PRESS

THE Edmonton city council has defined its attitude in regard to the liberty of the press as to civic affairs. There is to be no attempt at exclusion of the press from meetings, committee or otherwise, but there is a proviso that any matter not deemed wise to be made public should be withheld from publication at the request of the chairmen of committees.

MEMORIAL TABLET

A TABLET has been erected to the memory of Major John S. Lewis, formerly an editor of the Montreal *Daily Star*, in a place where he had done a deal of unselfish service—Iverley Settlement.

The unveiling ceremony was performed by the Rev. Dr. Herbert Symonds, vicar of Christ Church Cathedral.

M. A. Hargadon, the young Irish poet, read once more the lines which had been writen by him to mark the memory of a gallant officer:

BEST OF BRAVE MEN

So you are dead, and I your praise must sing
Above this strife,
For all of you was all of everything
Sublime in life.

Boundless in beauty, as this land of ours,
Had been your mind
Whose lofty hills of thought were strewn with flowers—
The orchard kind.

And every bloom gave fragrance to a soul
That had been low,
And, like an altar incense, showed the goal
That we should know.

So bright, so sweet the days that here you trod,
They might be days
Culled from the time that you will spend with God
In heavenly ways.

Your sword was mighty, and your pen was true,
And sword and pen
Long, long will be memorials to you—
Best of brave men.

Major Lewis went overseas with the 87th Battalion, Grenadier Guards, and was killed in the Somme offensive.

The text of the tablet was as follows:

In affectionate memory of

MAJOR JOHN SIMON LEWIS

87th Battalion Grenadier Guards of Canada

Killed in Action at Grandcourt, France November 18th, 1916

Born at Potosi, Wisconsin, U.S.A., July 3rd, 1874

Sits he with those that praise our God
For that they served His world.

THE PUBLISHERS' GRAVEYARD

AT LEAST 1,200 publications in the United States and Canada quit publishing during the year 1917. These approximate 925 suspensions and 250 consolidations, each of which, of course, eliminated at least one publication.

The new publications started bring the net decrease for the year to 616.

The principal decrease was furnished by the weekly, daily and semi-weekly papers. The falling off has been general throughout the country.

The forthcoming 1918 American Newspaper Annual and Directory will show that at the close of the year there are 24,252 publications of all kinds in the United States.

Of the total number, the weekly papers showed the greatest falling off during 1917. The daily papers ranked second.

W. A. Lydiatt Purchases "Economic Advertising"

Why Its Former Publishers Sold It—The New Publisher's Plans—Name to be Changed to "Marketing"—Canada Needs a Magazine of the Type Mr. Lydiatt Proposes to Publish

WILLIAM ARTHUR LYDIATT, of Toronto, has purchased *Economic Advertising* from its former publishers, Norris-Patterson, Limited, advertising agents, Toronto. Mr. Lydiatt is publisher of Lydiatt's Book —What's What in Canadian Advertising, a hip-pocket size book which is at once a directory of the principal Canadian publications and a manual of information on the general subject of advertising in Canada. A new edition of "Lydiatt's Book" has been published annually since 1914.

The project of publishing a magazine devoted to advertising in Canada has been in Mr. Lydiatt's mind for many years, but only latterly has he felt himself ready. and the time ripe, for the production of a publication of this type. *Economic Advertising* and *Publicity*, the two monthly Canadian magazines whose theme is advertising, have not fully met the needs of the situation, since they have emanated from advertising agencies, and so have always been regarded as more or less house organs. Neither space-buyers nor space-sellers give their full confidence to a publication put out by an advertising agency, even though such publication be meritorious. In this connection the announcement of John P. Patterson. president of the Norris-Patterson Advertising Agency, in the January issue of *Economic Advertising* concerning the sale of this magazine to Mr. Lydiatt, is interesting. Mr. Patterson said:

WHY "ECONOMIC ADVERTISING" WAS SOLD

"We have always exerted ourselves to bring out a magazine that would adequately represent the interests of Canadian advertising. We feel, however, that the time has now arrived when *Economic Advertising* should be given more attention than we, with the increasing press of regular business, are able to devote to it. Another reason not less important that has impelled us to relinquish the publication of this magazine is the fact that for some time past we have held the opinion that there are many objections to the practice of advertising agencies issuing any publication which must depend for its revenue upon publishers from whom they buy space for their clients. It has also been felt that a publication of this character should be broadened in scope so as to embrace subjects closely related to advertising."

A NEW MAGAZINE WITH A NEW NAME

Mr. Lydiatt proposes to change the name of *Economic Advertising* to *Marketing and Business Management*. Indeed, his new publication will bear little or no semblance to *Economic Advertising*, which may be regarded as having passed out of existence with its February issue. The new publication will be of the flat type of magazine, and will be devoted not so much to advertising as to the bigger subject of marketing. Of necessity, in accordance with the idea contained in its title, advertising will have very great—perhaps major—place in Mr. Lydiatt's magazine, because advertising is one of the main factors in the marketing of merchandise; but it is by no means the only factor, notwithstanding the enthusiastic assertions of special pleaders for the various forms of publicity—newspapers, billboards, magazines, street cars, printed matter, novelties, and so on.

WILLIAM ARTHUR LYDIATT
Who has purchased *Economic Advertising*, which publication will give way to one of broader scope and which will carry the name *Marketing and Business Management*.

The discovery that advertising is not the head, tail and body of merchandising effort was made by advertising men themselves, chiefly agency men, and by advertisers; and this knowledge is not a recent acquirement. Yet there are not many publications—perhaps none—that have made marketing or merchandising—the larger thing—the supreme thought. *Printers' Ink*, *System* and *Advertising and Selling* have had the right idea measurably, but none of these publications has stressed marketing as Mr. Lydiatt proposes to stress it.

A function of Mr. Lydiatt's new publication will be the creation of new advertising, and a fresh and even new esteem for advertising—the life-blood of newspapers and periodicals. A still further function will be to arouse the attention and interest of outside countries—Great Britain and the United States, for example—to Canada as a country which provides a first-class market for their surplus products.

PUBLISHERS NEED A PROPAGANDIST MAGAZINE

These are matters on which PRINTER AND PUBLISHER has said a good deal during the past years. It has been pointed out repeatedly in these pages that publishers, for lack of right propaganda work in right amount, have been paying dearly for being tongue-tied and supine. If publicity is the force publishers claim it to be, it is a strange thing that its prophets, priests and kings have fought shy of using it with vigor. The education and persuasion of non-advertisers, of the exporters of Great Britain and the United States, and of the consuming public have been woefully neglected by Canadian publishers. It is true that something has been done in a fitful way, and in an individual way, but there has been lacking a big co-operative or organized purpose and effort to develop more advertising, to sell the Canadian field, and to teach the consuming public to depend more on advertising as a guide to purchasing, and as an indicator of superior products. Now, Mr. Lydiatt comes forward to do for publishers what they have failed to do for themselves.

Asked for an expression of his own ideas concerning his own publication, Mr. Lydiatt gave to PRINTER AND PUBLISHER the following statement:

DEVELOPING ADVERTISING POSSIBILITIES

"It is unnecessary to point out the necessity for something being done to *increase the demand* for advertising. Newspapers, magazines and farm papers, printing, poster, street car and other advertising interests are awake to the crying need for sound development work. Efforts have been made to meet this need by co-operative effort on the part of groups of publications in *Printers' Ink*, *Editor and Publisher*, *The Literary Digest*, and other publications. Various groups of publishers have repeatedly conferred to consider what could be done co-operatively to develop new advertising. Propaganda has been carried on through the mails, through Canadian newspapers and in other ways. These efforts, spasmodically made during the past five or six years, have expressed the need. There ought to be co-operative effort to educate some firms to the value of advertising — education in sound and successful methods of advertising. There ought to be sustained co-operative effort to awaken an interest in the selling opportunities of the Canadian market. All of us who are interested in the fullest development of Canada's advertising possibilities realize this.

"The question is, how can it best be done?

"The efforts which have been made involved considerable expense. Publishers have not been loath to spend their money to exploit the Canadian field in any way that promised to interest new advertisers. The efforts which have been made have not been wholly ineffective. But they have fallen far short of meeting the requirements.

WHY PAST EFFORTS HAVE FAILED

"In my judgment the failure of the means which have been adopted in the past to develop new advertisers for Canadian mediums may be explained on several grounds. One is the spasmodic nature of the efforts—a frequent cause of lack of advertising success, against which publishers commonly warn their advertisers. To run a co-operative educational campaign in Canadian newspapers, as was done a few years ago, might be of benefit if persisted in. Similarly, campaigns in advertising and other journals reaching business men might meet with a measure

of success if the effort were sustained over a long period. But even these efforts must fall far short of developing to the full Canada's advertising possibilities. Because they are necessarily limited in their argument and largely selfish in their object.

"The effort is not so much to develop an interest in advertising as to sell a particular group of mediums.

"More advertising by individual publishers, or groups of publishers is unquestionably needed. But I believe what is most needed is something which would be far broader and less selfish in its appeal. . We need something which in the fullest possible measure will cultivate an interest in advertising—all kinds of advertising.

"No matter how broad-minded the effort of newspapers, magazines and farm papers, poster or other interests, the propaganda is considered, not as seeking to serve the manufacturer's interests, but as seeking to promote the interests of the group carrying on the campaign. This prejudices the effort—classifies it as an attempt to sell something. Quite naturally it does not have the desired effect.

"What is needed is something which will appeal to the manufacturer's self-interest—something which will deal with selling problems in the broadest possible way — from the manufacturers' standpoint — something which will sell him advertising for his own sake, because it will show him how advertising can be used to his benefit. It must be constant, stimulative, disinterested.

"I have given this problem a great deal of thought. I have discussed it with many publishing men, and I am convinced that the need which we all recognize can only be met by a publication of the character and independence of *Printers' Ink* or *System*, which will deal with selling problems from the manufacturers' standpoint and advocate advertising, not directly in the interests of any medium, but by constantly showing how other manufacturers have used it to advantage.

"Such a publication must, in my opinion, be absolutely independent of any private interest. I do not think it could serve its purpose if subservient in any way to the interests of any advertising agency or any group of publishers or other sellers of advertising. It has been tried—without success. Agencies have promoted advertising publications which sought in no way to advance the interests of the agency, but unselfishly to develop advertising of all kinds. Publications which serve the interest of newspapers, posters, magazines or other classes of media are limited in their influence—probably because they are considered as being prejudiced in their appeal.

"The publication to meet our needs should not, in my opinion, be a mere advertising trade publication. As a frank booster of advertising it would not interest the man who is "not interested in advertising." He is an important class we want to reach and interest. It should deal with selling problems of which advertising is but one. Its aim should be to promote efficiency in selling—in all the things which enter into the sale of manufactured goods. This phase of its editorial character should predominate. Advertising should be recognized as but one, even if a most important, means of selling. The success of many advertising campaigns is too often seriously handicapped because it is relied on to do everything. Yet we recognize the important part played by the sales force and by all the various factors which must provide efficient backing to the advertising campaign if it is to yield satisfactory results.

"The publication I have in mind will, therefore, be broad enough to embrace all selling factors, but will have a dual appeal—telling the non-advertising Canadian manufacturer stories of selling successes in which advertising played a part. It will tell him how other Canadian manufacturers and manufacturers in other countries have used advertising to promote the sale of their goods. It will be full of the fruits of experience, bristling with all manner of ideas related to selling —so that it cannot fail to interest and continue to interest any business man who wants to promote the sale of his goods. And what business does not want this?

A NEW EDUCATION IS NECESSARY

"Another important service it will perform will be to cultivate the thinking of present advertisers along sound lines. By exploiting the methods which have brought success it will serve to build up a stronger appreciation of the value of the right kind of advertising among those who now advertise half-heartedly or inefficiently. It will serve to make better and bigger advertisers of present advertisers.

"Another important service which the publication will perform will be to exploit the Canadian market to Canadian manufacturers and to manufacturers in the United States and England. Not all Canadian manufacturers appreciate the sales opportunities open to them in their home market. The possibility of interesting American and other manufacturers in the sales opportunities open to them in Canada are fully appreciated. These possibilities can best be developed by persistent, month-to-month presentation of market conditions, selling opportunities, etc.

"It would be difficult to estimate the number of manufacturers who have become interested in advertising through a casual, then a careful, reading of *Printers' Ink* and similar publications. It would be even more difficult to estimate the influence which continued reading of such a publication has had on advertisers in developing a firmer belief in the value of advertising — in educating them to sound principles of advertising and those supplementary factors which are necessary to advertising success. There are many dabblers in advertising who are not believers in advertising. Because their advertising experiments are ineffective they become discouraged. The advertising graveyard is full of firms who 'tried advertising and found it did not pay.' We should have something to show these advertising beginners *how* advertising pays.

"I have repeatedly urged the need for such a publication and I have repeatedly been urged to undertake its publication. I have hesitated, not because of the risks involved, as I am satisfied that Canadian business needs and will appreciate such a publication, just as much as the advertising interests of Canada need and will readily support such a publication. But the amount of work involved in realizing the editorial opportunities open to such a periodical have been more than I cared to tackle single-handed. And I will not attempt a publication which meets the opportunity half-heartedly. It will take time and require patience to develop the field—to so much as begin to develop the opportunities open to it and build up a capable staff of writers."

Mr. Lydiatt's vision of his own publication defines the need and its functions clearly and convincingly.

WHO IS LYDIATT?

He is a Toronto man who has enlarged his advertising and merchandising experience in the United States—New York almost altogether.

His first professional advertising experience was gained when in 1900 he got a job as stenographer for a man who had charge of advertising in *Printers' Ink*. In short order he had practical charge of it—and so got into the way of doing copy and such stuff for the Rowell Agency, from which *Printers' Ink* was published. He did a lot of work that year on the old American Newspaper Directory — and thus early got a taste of the circulation problem, and experienced the difficulty of finding out what an advertiser was likely to get for his money.

Later he was successively advertising manager of a daily newspaper, then of a financial weekly, then as copy-writer in a New York agency, going into none of them with any idea of staying, but simply to pick up experience. In the fall of 1904 Mr. Lydiatt joined the then prominent and important Ben Hampton Advertising Agency in New York. Within the year his pay was tripled, and he was in charge of what was called the Manufacturing Department—embracing copy, art, printing, typesetting, etc.

Five years later he went to the N. W. Ayer Agency for the purpose of taking charge of their copy department. Subsequently he decided to shake the dust of New York off his feet forever and to return to Canada.

Two years later the Butterick publications got after him and made the inducements attractive, with the result that Mr. Lydiatt took a chance on liking New York well enough to try it again. But after a year he came to the decision that he didn't want to live the rest of his life in New York, even in the best of jobs. Six months later he was back in his old home town.

Mr. Lydiatt has retained a connection with the publishers of the Butterick publications—this by acting as the advertising manager of the Butterick Fashion Quarterlies which are printed in Canada, and which have a circulation of 80,000 copies.

In 1914 Mr. Lydiatt began the publication of "Lydiatt's Book—What's What in Canadian Advertising," a publication so well known that no further statement concerning it is needed here. For a time he acted as secretary of the Association of Canadian Advertisers, but has given up this work in order to have greater freedom for his new venture.

* * *

PRINTER AND PUBLISHER regards the advent of *Marketing* as an important happening in Canada, and hopes with all earnestness that it will live and flourish, and perform the service which its publisher designs it to render.

NEW A. B. C. MEMBERS

THE Audit Bureau of Circulations announces the addition of the following new members to its list:

The *Examiner*, of Peterboro; the *Expositor*, of Brantford; the *Spectator*, of Hamilton.

The Standard Estimating Course for Printers

A Course Which is the Result of Years of Research Work—Synopsis of the Course—Cost of the Course—The Profits and Opportunity that Lie in Ability to Estimate Correctly and Rapidly

ENQUIRIES for information about a good cost system for printers are frequently received by PRINTER AND PUBLISHER—an indication that printers everywhere are learning that a good cost system is a necessity if a profit on every job is to be secured, and that the year's operations shall yield an adequate net profit. In nearly every instance correspondents have been referred to the Standard Cost System prepared by the United Typothetæ of America, which system is installed in numerous printing plants in Canada. Only last month F. W. Fillmore, cost accountant of the U.T.A., was in Toronto to systematize the cost and general accounting schemes of a large printing plant.

Also, enquiries come from time to time concerning a course in estimating, and again has PRINTER AND PUBLISHER referred correspondents to the U.T.A., which provides a very fine course in estimating. Regarding this course, the following particulars will doubtless be welcomed by many of our readers:

THE STANDARD ESTIMATING COURSE FOR PRINTERS

The standard estimating course for printers is a course prepared from the results of many years' research work and based upon the fundamental elements that enter into the estimating of printing. It has been prepared by the committee on education of the United Typothetæ of America.

SYNOPSIS OF THE COURSE

A brief synopsis of the course is as follows:

It shows the relation of cost finding to estimating;

Explains cost keeping methods;

Gives general instruction on the method of operating the Standard Cost Finding System;

Points out the way for linking up the estimating, sales and production departments;

Explains the qualifications necessary for an estimator to possess;

Points out the importance of the estimator's job;

Emphasizes the importance of exactness in all details conected with estimating;

Gives standard forms for the use of the estimator;

Points the way to obtain profit on each job;

Analyzes every operation in printing;

Gives specific instruction in the matter of handling of all materials;

Shows the adaptability of different grades of materials for specific jobs;

And in the matter of paper and ink gives special information.

This course consist of seventeen lessons.

OPPORTUNITIES IN THE PRINTING FIELD

The call to-day is for men with a practical knowledge of and experience in the printing plant, and who have in addition a scientific and practical knowledge of estimating. This call—this opportunity—can be answered only by men who, having acquired a practical knowledge of printing and its processes, have also studied the cost of production and have thereby prepared themselves for undertaking the pricing and selling of printing.

ENROLMENT

The Standard Estimating Course is planned for individuals and also for the use of local organizations.

The price of the course, subject to direction of authorized board, a copy of the Standard Price List, examination and certificate is:

To local Typothetæ or groups of printers:

Five or more copies....$12.50 each.
Less than five copies ... 15.00 each.

The students will be required to pass an examination on each lesson and a general examination upon completion of the course.

OTHER INFORMATION

To those who successfully pass the examination the United Typothetæ of America, through its committee on education, will issue a certificate. One year thereafter the committee will issue an official certificate of competency to those who, through actual employment as estimators in a printing plant, have proven their efficiency.

Each of the lessons is printed in pamphlet form and suitable binders for the course are supplied.

Owing to the fact that the committee can handle only a limited number of students in this course during the coming season, individuals and local typothetæ or groups are urged to make early application.

To those unable to take the prescribed course, the lessons may be procured in book form, as follows:

To members of the United Typothetæ of America, including a copy of Standard Price List...$ 5.00 each.
To non-members ..... 10.00 each.
For examination of papers and issuance of certificate as applied to the course in book form... 10.00 add'l.

Inquiries regarding this course can be addressed to local secretaries or to the National Office, 608 S. Dearborn St., Chicago.

* * *

PRINTER AND PUBLISHER recommends that this course be taken up as an evening occupation. Its cost is a first-class investment. To know how to estimate safely, rapidly and according to an accepted standard is worth much, and may enable some men now occupying common positions to qualify themselves for senior and important positions at higher-than-scale wages. If a man is able to improve his earning only $2 a week, he gets $104 in return for his investment in the first year of his newly-possessed knowledge; besides which he puts himself quickly in a senior position likely to lead to further promotion.

HOW TO ESTIMTE PRESSWORK

THE first thing to do in estimating presswork is to get away from the bad habit of figuring per thousand impressions utterly regardless of the make-ready, declares the *Ben Franklin Monthly*. Make-ready time varies considerably on every job, and no two pressmen would make the same form ready for printing in precisely the same time. Make-ready time is even more difficult to correctly estimate than is composition—in other words the estimator has to bring his "guesser" into play to a greater extent in make-ready than in composition.

He who would become proficient in estimating presswork would do well to study the cylinder presswork scale as made up by the cost committee of the Ben Franklin Club of Chicago—not because it is published in Chicago, not at all—but because it was compiled with the greatest care by a bunch of men who kept accurate records in the early days of cost finding for printers. This presswork scale is the best authority hitherto published and deserves the most careful study, especially by printers and printers' estimators.

Take first the classification of the work: A, B, C, D and E. This covers all grades of stock from newsprint to the finest coated paper and all kinds of forms from type and slugs to fine art work profusely illustrated with costly halftones. Hence, the first thing for the estimator to decide is—what is the classification into which this specific job falls? If one is considering a 25 x 38 sheet of cheap paper with type forms or linotype slugs, black ink, no cuts, the work is classified as A, and each form will consume about three hours in make-ready to secure good results. If the make-ready is cut to two hours the result will be less satisfactory.

Or, take second, such work as is illustrated with line drawings, zinc etchings, woodcuts, in black or colored ink, on supercalendered paper, one color (or two colors without register), book headings of an intricate character, and rule work, on fairly good stock, 25 x 38 or thereabouts, five hours will easily be consumed in make-ready, and this all comes under the heading of class B.

Thirdly, or class C, covers work illustrated with square or outlined halftones (not vignetted), on coated or on high grade supercalendered stock, color work requiring register, solid tints, and so on, such as is done on the usual run of catalogue work, the average time per form will be about nine hours. And the average pressman will use up the full nine hours if he is told to "produce a good job." He may be instructed to cut this time down to six or seven hours; if he does so the quality of the work will suffer.

Fourthly, in class D, will fall fine illustrated work, vignetted halftones, outlined and square finished halftones, hand cut or process overlays, on coated paper, fine color work, close register, 25 x 38 sheet, fourteen hours will have to be bought and paid for each form.

Fifthly, there is class E, the highest grade of printing, both as to type form

and stock. It covers fine art work, profusely illustrated with the finest halftones, using either hand cut or process overlays, extra fine color work, specially good work throughout. Each average form for a 25 x 38 sheet will consume about twenty-two hours of the average pressman's time.

It will thus be seen that the average charge for making ready for a sheet 25 x 38 will be: Class A, $5.25; class B, $8.75; class C, $15.75; class D, $24.50; class E (comparatively rare), $38.50. This is all figured at $1.75 an hour.

In class A, the estimator may count on 1,000 an hour; in class B, 950; in class C, 900; in class D, 800; and in Class E, 600 an hour. And this may also be figured at $1.75 an hour. The value of the ink is another matter and may vary from 25 cents to $2.50 a thousand impressions.

The *Ben Franklin Monthly* Selling Price List is a good guide for all printers, because the bases on which prices have been made are compiled from actual records.

TYPOS "OVER THERE"

THE International Typographical Union has compiled a list of its members serving with the American Army and the Canadian Expeditionary Forces. The list is made up from returns furnished from its branches on the American Continent up to November 15, 1917. The total at that date was 1,518. This figure does not include those who have paid the great sacrifice, nor does it include printers who have been discharged from the service in Canada through wounds or disease acquired at the front. Also the apprentices are not included, the estimated number of which is 300.

Fifty-five members have been killed on the field or died in the service since the beginning of the war and $17,025 has been paid by the I.T.U. to their relatives. In addition to this, subordinate unions contribute from their funds, and individual chapels assist their members to provide comforts for the printer soldiers. The printers of the MacLean Publishing Co., as regular as the month goes round, contribute to provide those little "extras" much appreciated by their fellows "somewhere in France." Of the $17,025, the greater portion has been paid to Canadians. This is due to this country being engaged in the war from the first. The I.T.U. has invested in war bonds $60.000, and subordinate unions and individual members $2,000,000.

Two printers from the office of The MacLean Publishing Company have paid the great price, and sleep the last sleep under foreign soil—Joseph Ritchie and Wm. Sinclair.

Ernest Madigan has returned, been honorably discharged with gun-shot wounds in the ankle, leaving one leg shorter than the other, and is now in partnership with his brother at 12 Pearl St., Toronto, the firm name being Madigan Brothers, printers.

Those from the MacLean chapel now "over there" are: George Aubrey, Gordon Bennett, Arthur Hardy, T. D. McGillicuddy, Sidney J. Metcalf, Fred Thomas, Walker Zimmerman, and Arthur Batty (apprentice).

Of the 1,200 men in Toronto Typographical Union, but 12 were in the conscript classes. The printers' record is an enviable one.

Appended is a list of the Canadian journeymen compositors from the cities furnishing records. It will be observed that of the total of 1,518 Canadian printshops have furnished a creditable share:

Toronto, Ont.—George Allan, George Allan, A. D. Anderson, Samuel Armstrong, J. C. J. Attack, George Aubrey, Frank Baker, R. H. Baker, W. H. Bateson, Gordon Bennett, W. F. Bizley, John Bland, T. E. Bowman, J. E. Bridge, Bernard A. Burns, W. J. Burrows, R. F. Christie, A. G. Condie, A. S. Copland, William Cranston, W. J. Crawford, Herb Dunn, Norman Faulkner, R. F. Ford, George Foster, William Gadd, Don Geary, W. M. Gifford, A. J. Gilmore, Harry Gordon, P. D. Green, Stanley Gregory, A. W. Hardy, Harry Heffer, F. G. Helstrop, F. L. Hollingshead, P. T. Holmes, H. W. A. Hooper, G. N. Hudson, T. J. Hunt, T. A. Hutchinson, P. Alfred Kay, Charles Kelly, H. A. Kemp, Edwin Kerkhoff, William J. King, W. F. Kirkendall, George A. Long, F. B. Lovewell, A. N. MacDonald, W. L. MacDonald, William Marr, J. R. Martin, S. J. Metcalf, H. T. Midwood, Charles Miller, A. H. Mishaw, Alex Mitchell, F. M. Murphy, E. C. Mytton, E. S. McCarty, T. D. McGillicuddy, F. R. McIntyre, S. J. McMaster, J. S. McMillan, A. P. Nash, F. W. Noyes, Charles Perkins, E. B. Peters, W. C. Pickering, C. Richardson, H. G. Richardson, W. J. Richardson, Milton, Riordan, E. J. Robert, Thomas G. Rothwell, A. A. Samuels, James Shawcross, R. E. Shoobridge, James Simonds, C. P. Smith, Percy Smith, L. Snashall, W. C. Spettigue, Fred Stanger, E. J. Stephenson, Fred Thomas, H. J. Wood, C. G. Woodcroft, S. P. Woodhouse, W. Zimmerman.

Hamilton, Ont.—David A. Adamson, Joseph A. Allan, James Barry, William A. Crass, Alexander F. Flett, Robert Gardiner, Harold Nolker, James Pennington, Gilbert Richmond, M. Russell, H. F. Shaw, M. S. Sommerlin, John A. Taylor, W. J. Wakeford, William Wareham.

Halifax, N.S.—W. J. Adams, A. A. Gibson, William H. Prescott, J. P. Smith, James R. Threakston, Richard Walsh.

London, Ont.—Robert A. Cheswick, Arthur R. Elliott, A. H. Hood.

Stratford, Ont.—Alexander McKenzie, James W. Walsh.

Jacques-Cartier, Montreal—Albert Bonvalot, Rene Proulx, Joseph Vallee.

Montreal.—John Alexander, W. H. Barkeley, E. Barney, R. W. Bennett, H. T. Brine, W. B. Brown, A. H. Dyers, S. Cockrell, K. Coughlin, C. W. Cross, H. A. Elwell, D. Fitzpatrick, L. M. Fraser, H. R. Goodyer, F. C. Howitt, J. T. Ingham, A. G. Kent, M. Kerr, J. Labelle, R. E. J. Lane, J. T. Lawlor, W. W. Lyon, James McKee, J. K. McLetchie, E. Mather, J. R. Mathers, I. Mechanic, H. L. Moir, W. C. Morrison, E. J. Pike, W. Pyman, F. Rycroft, E. Santes, W. Skanes, A. R. Snow, J. Somerville, C. P. Swainson, E. J. Teague, F. Thomas, L. J. Trepanier, R. Uhthoff, J. R. Watt, M. Waxman.

Victoria, B.C.—V. J. Baines, L. M. Beckwith, Alan Dunn, F. S. Fenwick, J. D. Hervert, A. J. Johnson, Cecil Johnson, Thomas Pascoe, F. Pomeroy, H. B. Sargison.

Kingston, Ont.—A. M. Stroud, W. Alan Stroud, William Wiskin.

Vancouver, B.C.—M. B. Archibald, E. C. Bell, William Boardman, William Cruickshank, L. T. English, Frank Farrell, Percy G. Fleetwood, F. R. Fleming, W. C. Fogarty, E. H. Gough, Frank Hobbs, J. V. Jones, Frank Journeaux, P. Kellas, A. E. Laing, W. G. Laing, A. Le Rasle, John McCurrach, P. H. McEwen, Alexander McLean, Murdoch McLean, W. G. McNorris, W. Murdoch, A. D. Newberry, J. T. O'Brien, Ernest Odlum, L. G. Ore, T. H. Potts, H. Robins, J. W. Ross, F. M. Sears, Ira Snelgrove, W. Taylor, C. J. Tullidge, C. Uren, Alex Walker.

Peterborough, Ont.—R. A. Browne, M. Dunkley, H. E. Hollis, S. Langford.

Quebec.—Joseph Delongchamp, Almanzor Dugal, Emile Lauzier, Willie Talbot.

Nanaimo, B.C.—R. J. Burde, Thomas Hart, H. Parker.

Brantford, Ont.—A. S. Brooker, Lloyd Hazleton, E. A. Heatley, George T. Humble, Steve Twyman.

Guelph, Ont.—John A. Fischer, William K. McGillibray, Roy Robinson.

Galt, Ont.—Thomas De Wolfe, John Gibson.

Prince Rupert, B.C.—James M. Campbell, Francis E. Cullin, W. G. Dennis.

St. Catharines, Ont.—Edward Billings, John E. Booker, George E. Kadwill, Fred Kett, W. I. Reynolds, W. J. Thompson.

Fort William, Ont.—J. A. Doak, Harold Stanworth.

Calgary, Alberta.—E. Woodworth, H. Paul, J. J. R. Thompson, F. Flood, J. H. Wolfe.

Medicine Hat, Alberta.—John H. Bannan, John Drysdale, Sidney McLaughlin, Frank Matthews, Stanley Craig Smith, Stanley Urquhart.

St. Thomas, Ont.—I. W. Hunter, Harold Rogers, George Stanbury.

Lethbridge, Alberta.—Thomas Earl Morris, Fred T. Robins.

Port Arthur, Ont.—William B. Robertson.

Edmonton.—W. J. Atherton, A. E. Bond, George H. Bowling, Charles A. Boyce, Hugh Brown, Robert Calvert, John E. Clark, George Curtis, J. B. Daly, P. B. Holgate, J. W. Hermiston, H. Hawkins, C. D. MacCallum, George Mackintosh, H. Marlow, E. Marskell, W. Marr, B. Skinner, Ralph Stinson, W. A. Stowe, E. L. Winter.

Moose Jaw.—H. Jackson, Sergt. W. Laybourne, D. Dougall, Corp. E. Borgman.

New Westminster.—E. Austin, J. T. Burnett, F. Jackson, W. E. Maiden, J. A. Wylie.

Regina.—W. Bell, E. A. Bramham, Harwood Chambers, E. H. Cowens, G. W. Crabtree, Percy Darke, Frank Dayment, A. S. Fowler, W. J. Freeman, Leslie Gilgour, H. J. Guerin, George Howard, E. H. Hine, Brice Holland, W. F. G. Hughes, L. B. Latta, William Luff, William McLean, A. F. McVicar, R. Moxam, J. D. L. Reed, S. Von Rekofski, Evans Ross, J. A. Skellern, T. A. Taylor, H. J. Unsworth, F. Whiskin, W. I. Clark, Fred W. Barker.

Saskatoon.—H. A. Beeley, F. S. Bray, Alfred Brett, Charles Coxworth, James A. Ford, F. S. Gordon, O. Horsfall, Trevor Jones, A. E. MacDonald, E. Morrell, Joseph Ratcliffe, W. A. Reid, Ralph Richards, J. B. Shaw, Thomas Smith, Leonard Strong, I. Troke.

Brandon.—Raymond Gowan, F. A. McCallum, Walter McLean.

Prince Albert.—Herbert G. Loates.

Kamloops.—A. R. McCreadie.

Swift Current.—John B. Grant, James Quinn, Alfred Skarsten.

GUARANTEES AD. VOLUME

THE American Press Association is offering to the 6,200 country newspapers for which it is the special representative a new form of contract by which it hopes to do away with advertising rate-cutting. The new form is called the "Gold Medal Arrangement," and offers to guarantee to each paper for three years, at least the same volume of advertising it has run during the preceding three years' period. If the total amount falls below the total for the preceding period, the American Press Association offers to make the deficit good in cash. If it increases, that is the publisher's "velvet" and does not affect the contract.

WILL USE RURAL PAPERS

HAVING had phenomenal success with last year's advertising campaign in the large newspapers, the American Tobacco Company is now beginning a campaign in the small papers throughout the country, advertising Lucky Strike Cigarettes.

The campaign will extend for thirteen weeks, and will be carried on in sections which have not been touched before and where there is a prejudice against cigarettes. 10,000 papers will receive the advertising.

THE BAINBRIDGE CASE

THE Appellate Court has reserved judgment in the appeal for a stated case for Isaac Bainbridge, editor of a Toronto Socialist publication, who is under sentence of nine months for publishing a seditious libel. The appeal is based on the contention that the indictment against Bainbridge is bad on the face of it, and that it was amended, after it had been returned by the grand jury without the knowledge of the jury.

And Yet Some Say It's All a Matter of Grease

One Way to Get Good Printing Orders—Not a Very Godly Way, But Apparently Successful—Have You Ever Tried It, or Do You Know Any One Who Has?—After All, is Grease a Good Thing?

Reprinted from *The Magnet*, House Organ of J. D. McAra, Printer and Bookbinder, Calgary

"THE country is on the road to the bow-wows," said Morton, lighting his after-dinner cigar and drawing upon it with mild satisfaction. Morton was one of those men who fill their clothes comfortably, and who are not accustomed to denying themselves many of the good things of life. He drew upon his cigar imperturbably even while he predicted the country's destination among the canines.

"Our political life is surely at a low ebb," he continued. "The need of a great leader—a man who can rise above petty considerations and self-interest — was never more pressing. And the leader is not forthcoming."

For a passenger on a ship of state bound for destruction Morton was singularly undisturbed. If calmness in the face of impending doom is a sure sign of the heroic, Morton was entitled to a place among the immortals. The boy on the burning deck was a piker by comparison with this modern business man. He smoked serenely, without the tremor of an eye-lid, while the ship careered madly to its fate.

CANADIAN POLITICS DECLARED TO BE ROTTEN

"It's strange, too," said Goodwin, from across the table. "We Canadians don't seem to fall down on anything until we come to politics. We pull other big things through easy enough. Look at our war record — our fighting record, I mean. Nothing there to apologize for. And, for a country that never figured on war, we've stood behind the boys pretty well. No more mistakes than the novice would make in any other business. But politics——." Mr. Goodwin left his sentence unfinished. It was evident that, upon that topic, his emotions were too full for speech.

"That's it," Morton agreed. "We have some big business men. You find me another country of eight million people that can show as many. Look at the way we've stood up under the strain. Doubling our exports every year. Taking up a big slice of our war loans at home. That reminds me; there's another loan to be floated shortly, and yours truly for a piece of it. Five thousand, this time, I figure. There's good interest in it; not as much as on farm mortgages, of course, but it's dead safe, and free from any possibility of taxation. And besides, I think if a man stays at home he ought at least to put his savings at the disposal of the Government."

"Provided the interest is good, and there is no possibility of taxation," put in Summers. There was a touch of sarcasm in his voice, but Morton and Goodwin were both too self-content to notice it.

"Five thousand is pretty good," said Goodwin, reflectively. "I thought you were working on salary."

"So I am, nominally," Morton answered, turning his cigar in his lips in a manner to suggest capability. "Nominally. But there are more ways——"

Whoever wrote the accompanying story is a good writer and deserves well of his country. PRINTER AND PUBLISHER *would like to believe that J. D. McAra himself wrote it. At any rate the story deserves to be passed on.*

"Grease" is being used in Canada. Representatives of manufacturers and wholesalers have frankly acknowledged that they "know ways better than advertising" to get orders. And just so long as the use of "grease" is permitted by employers, condoned by men in places of influence, and winked at by the law of the land, we'll have in Canada a continuation of the corrupt practices that have stained, and continue to stain, our country's honor.

Editors would do an act of national advantage if they reprinted in their newspapers this story of "Grease."

"I know, I know," Goodwin agreed, nodding companionably. "I see you pulled down that big contract from the Confederated. That should be worth something."

GREASE GETS IN ITS SMOOTH WORK

"It was," said Morton, drawing his chair a little closer and dropping into confidential tones. "And as smooth as grease. When I quoted their buying agent twenty-two thousand he just winked. 'Can't buy at that price with a war on,' he says. Well, after a good deal of negotiations we arrived at the conclusion that twenty-eight thousand would be about right. That gave us six thousand to split—three thousand each. And I had already raised our price two thousand on my first offer, so you see where I get the five thousand for the war bonds. Of course we have to put the deal through a dummy, and take the usual precautions, but it's all fixed. And others pending, as the woman said when she filed her suit for divorce."

"I haven't been able to hit anything so big as that," Goodwin confessed. "Of course, my line is smaller, and values are more standardized. But there are buyers everywhere looking for a rake-off; usually underpaid clerks, whose salaries won't keep pace with the rise in prices and occasional increases in families. They've got to do it to live, and I consider it a kind of a Christian privilege to give them the chance. And, of course, they split."

"Well," said Morton, lighting a fresh cigar, "these are exceptional times, and it's up to a man to take his chance when he gets it. Money is running easy now, but there's no saying what will happen when the war is over. The farmers are getting rich on war profits, and from them it filters through to everybody else.

"It makes me laugh to hear the farmers denouncing the profiteers, and at the same time complaining that the Government has fixed the price of wheat at two-twenty-one. That's three times what it was before the war. Well, there are not many salaried men getting three times what they did in nineteen-thirteen. That's why they have to pad out their incomes some other way. And I don't blame them. It's up to them to do some getting while the getting is good."

"By the way, Summers, how do you find it?" said Goodwin, turning to the younger man who had interjected only one remark into the conversation. "I hear your firm are not overworked, while their competitors are on double shift. And there's none of them can beat your line of goods, nor your service. What's the answer?"

THE LIGHT BREAKS IN ON SUMMERS

"I think I'm beginning to know," said Summers, with a grim smile playing about his thin lips. "Your conversation has been prying the scales from my eyes. I confess I've been up against it — up against it hard, and I haven't been able to tell why. I used to get orders from every firm on this beat, but of late they've been passing me up. And I couldn't figure it out at all. I know our goods; well, you've just said it. None of them can show us the way when it comes to either quality or service. And yet our customers, old and new, are passing me up. Perhaps not exactly passing me up; I can generally squeeze a small order out of them; just enough to tantalize me, and to keep the old man from pulling me off the road, although he's losing money every trip. And it isn't our goods, and it isn't our prices, and it isn't our service. I am just beginning to see daylight.

"I've been puzzling over this thing a great deal," he continued. "I lost the account of Farmer & Squair, as perhaps you know. They used to be good for at least three figures—probably four—every time I called, but their orders have been growing smaller and smaller. Well, last time I was around here I bid on a big contract for them, and I felt sure I would land it. I felt sure that, the way our house is equipped, none of our competitors could get under me. But it didn't come through. When I had waited a little longer than seemed necessary I sent them a follow-up by night lettergram, and in due course received a brief note by mail saying that they regretted I had been unsuccessful in my bid. Didn't say they regretted I had been too high, or that I wanted too long for delivery, or that our previous work hadn't been satisfactory; just regretted I had been unsuccessful. I sat up nights trying to figure out where that unsuccess had crept in.

SUMMERS REMAINS RIGHTEOUS

"Well, to-day I was in their office, hoping that Harrison, who buys my line for them, would at least put me next to my trouble. I was on the trail of my unsuccess, that they regretted so much, but

he toyed around the outside of the subject without once scratching the meat. Sort o' left me to suppose my price was too high, without saying so in so many words. Very sorry, you know, but maintained that air of sympathetic mystery that a buyer usually pulls when he's trying to keep you guessing. And just while we were on the subject he was called out into the general office, and I, quite casual like, picked up the daily paper from his desk, and there below it lay a competitor's invoice of the very goods I had quoted on. I'm not an eavesdropper, but I'm not exactly sprouting wings either, and I'd a been either more or less than human if I hadn't seen the amount of that bill,"

Summers produced his cigar case, lit up, and seemed disposed to ditch his train of thought right at that junction. But Morton switched him on again.

"With the weight of a good many more years on the road than you have seen, Summers," he said, "I was travelling when you were in knee pants—I'll wager you a new hat that the price on that bill was more than your bid?"

"It was," the younger man answered, "by a good ten per cent. When Harrison came back in I put on as much dignity as I could and I talked straight out to him. 'See here, Mr. Harrison,' I said, 'I didn't mean to look at your business papers, but it so happened that I couldn't help it. You paid a competitor of mine more than my price for that last job, and all the time you let me believe I was bidding too high. Now I want the explanation.' He made a bluff at great indignation; was amazed that I should attempt to pull off this high-handed stuff in his office; suggested that my firm had better give me a primary training in business etiquette; told me the real reason he couldn't buy from me was that my goods were not up to the standard required by Farmer & Squair, but for all his effort at dignity he was as red as the last rose of summer.

"'All right, Mr. Harrison,' I said, 'I have my samples with me. Get a sample out of that delivered bill and we'll just go in and place them before Mr. Farmer.'

"'There's no occasion to bother Mr. Farmer,' he came back. 'None at all. I'm handling this end of the business.'

"'Nevertheless, I'm going to see Mr. Farmer,' I said, 'and you can come with me or wait until he rings for you. If you wait it will give you time to write out your resignation.' I hit him hard, and I knew I had him, because where he was red before he was white now.

"'Don't do that,' he said. 'Don't do that,' he almost pleaded. Then he turned and fumbled among his papers. 'We need a big bill of goods in your line before long,' he said, 'and I'm prepared to give it to you now without competitive bidding, and you can make your price whatever is right. I don't want you to think we're not dealing fair with you.'

SUMMERS SLIPS ON GREASE

"'You mean you don't want Mr. Farmer to know how you've been dealing with me. Very well; I've no desire to get you into trouble, and I'm tremendously hungry for a big order at a fair price. Write it out.' And he did."

Morton and Goodwin laughed. "You're getting on," they said. Then the talk drifted into politics, and the corruption that was eating at the vitals of political life, and before they retired the two patriots agreed that the only thing that would restore morals to public life was the "sunrise and firing squad" method.

But Summers was doing some hard thinking, and next day, when he called on Brown, who bought for a competitor of Farmer & Squair, he had adopted new field tactics. Perhaps we had better let him tell about it himself in the letter which he wrote "the old man" that night.

Dear Sir,—A great light has dawned. I am able to answer your numerous questions why, with trade conditions the best in the country's history, my orders have been growing as slim as a cover figure on "Vogue." I have discovered that it's all a matter of grease.

In the last two days I have taken more orders than in the previous month, just because I have suddenly discovered what a little lubricant will do. It's too late at night to give you all the details, but here's a typical instance, which will give you the key to all the others. When I called on Brown this morning he was as enthusiastic over me as if I had been the gas bill. He let me sit down, because I did so anyway, but I knew, without getting word from anyone, that he was just waiting for me to get out. So I said, "I see you're busy just now, Mr. Brown. How about having lunch with me?"

That jarred him a little, but he stalled. (I've been wondering ever since whether he really stalled, or just wanted to play me a little deeper.) "Sorry," he said, "but my wife is expecting me home for lunch."

"Can't you persuade her to come, too? I would think it a great compliment if Mrs. Brown would come. Fix it by 'phone, and I'll send an auto out for her."

Well, that brought him. And I took them to the most expensive place in town, and bought them the most foolish food I could think of, and afterwards I said, "By the way, Brown, have you and your wife had a trip to the Coast this year?"

He looked at me for a moment, and said—and there was in his voice something which, it seemed to me, reached down into the foundation of all commercial discontent—"Do you know what the firm pays me?"

"I don't," I said, "but I hope they pay you well, for I know you are a shrewd man when you're dealing with their money, and you handle a lot of it. But that has nothing to do with the present matter. I happen to have bought a ticket for a holiday trip for myself and wife to the Coast, and at the last moment we were unable to use it. I haven't asked for a refund yet, and if business keeps up as it has been lately I don't think I will ask for it at all. I've been thinking of handing it over to one of my customers, and I believe it would be just right if you and Mrs. Brown would take that trip." Well, they're going, and I'm enclosing herewith the biggest order ever landed from their firm. Of course, I had to buy two tickets to Vancouver, but I put enough on to our regular price to clear us, and then some. And I expect to keep your mill humping from this time on. Watch out for the fat envelopes from

SUMMERS.

Summers journeyed down the line full of enthusiasm over his new business tactics. True, he had his misgivings; it wasn't the method he had been brought up to: but he congratulated himself that he had at last found the weak spot in his armor—the spot where his competitors had been knifing him secretly but by no means painlessly, for for months he had been eating the ashes of humiliation. And now he had turned the tables. He went into big buyers and brought out big orders. Once or twice he got in wrong; once or twice he encountered an attitude of genuine pain and surprise that sent the color to the roots of his hair, but he soon began to develop a sort of intuition which told him whether to use the old tactics or the new. He was not long in learning that where the buyer was himself the head of the firm the old methods were to be preferred. Any suggestion of secret commissions to the man who was paying the shot was much more likely to lose business than to gain it. But it was only among the smaller firms, whose business was naturally not very large, that the head of the firm personally bought the line in which Summers was dealing. In the larger institutions such buying was usually deputed to a deputy—usually a man on salary; almost invariably a man with a grouch against the firm because his salary had not been increased in correspondence with the increasing cost of living or the increasing profits of his employer. A man in that frame of mind is fertile ground for any suggestion of a means to pad out his income. At a time when every advance in price could be readily blamed upon the war, it was no difficult matter to raise the quotations five per cent., seven-and-a-half per cent., or even ten per cent., and these increased prices enabled the seller to show his appreciation of the business in a very tangible form.

Summers weighed all these matter carefully, secretly sympathizing more than a little with the erring buyers, and used in each case the method which his institution told him would be appropriate. And his business grew even faster than his expense account.

A WISE AND HONEST MAN ABHORS GREASE

And then, out of a clear sky, came this letter from the old man:

Dear Summers,—I have been turning your letter over in my mind for some days, wondering whether I ought to fire you or raise your salary. The decision is still in abeyance.

I have been wondering, also, what to do with these orders you have been sending in. My first impulse was to mail them, under personal cover and with a personal letter explaining the conditions under which they had been secured, to the heads of the various firms interested. I realized that that would mean a sudden shuffling of staffs, and summary dismissal of a number of buyers who, discontented though they are with their present positions, would probably have difficulty on their merits in commanding others as good. Nevertheless, I have worked on a salary myself, under conditions where I felt that I was earning the money and the boss was getting it, and I haven't entirely forgotten that point of view. Besides, if I confessed the methods you employed to land these orders, your usefulness to me would be over, and I am not sure that I want to part with you, even yet.

THE BOSS SEES A LOT

Summers, you are absolutely wrong. You have kicked from under your feet the solid foundation built up by years of business integrity, and you are swirling up in a balloon inflated with sharp practice and easy morals. Just now the going seems good and the high altitude seems to have intoxicated you. But remember, sooner or later, you've got to come down. Sooner or later the gas will either leak out or explode. To drop the figure; sooner or later the head of each firm with whom you have corrupt relations is going to get wise. Just now prices are up in the air and competent labor is hard to get, and the boss may be deliberately closing his eyes to a good many things he can't help seeing. But, you take it from me, every boss sees more than his employees imagine; if he didn't he wouldn't be boss. The man who thinks he is putting it over on the boss is a fool; always, absolutely, without any exception. Perhaps you think that statement is too sweeping; perhaps you think there are exceptions. Let us analyze it. The chances are a hundred to one that he isn't really putting it over on the boss; that the boss is just giving him rope to see whether he will hang himself. After he gets himself tangled up and properly choked he may develop into a good man, and the boss doesn't want to lose anything that has the

makings of a good man in it. I guess the boss experienced a few deflections himself in his earlier career; perhaps got jerked up hard more than once until he got the real sense knocked into him that has since made him the boss. You have just been guilty of a little deflection yourself, but I have decided now not to fire you; at least not without another chance. But if the boss finds that patience, and precept accomplish nothing; finds that he is dealing with a man with so little brains that he is incapable of realizing how big a fool he is, he gets rid of him. It is entirely likely that he never tells him why. I blame the average boss for that, but there is a strange kink in human nature that leads him to let the poor dub think he has been successful to the end. Hundreds of men are fired without knowing it. Their positions in the firm just seem to be gradually cut away until one day they find them gone altogether. I could take you to offices where the staff has been entirely reorganized in the last three years, and not one of the old employees is conscious of having been fired. They thought they were laid off "on account of conditions arising out of the war." Occasionally you will find a boss who, before firing a man, will take him aside and tell him the things he needs to be told, but the heads of business houses nowadays are busy men, and when they find it necessary to scrap an employee they scrap his holus bolus, without any attempt at salvage.

Then there is the other type; the one who really is putting it over on the boss. He's a fool, too, because he has the qualities that would make a boss of himself, and he is content to remain a subordinate.

THE OLD MAN BELIEVES IN AN OLD PROVERB

Now, to get back to the principle of the thing. I said you were absolutely wrong, and, if I didn't have to write it, I would express that fact in even stronger language. We are not doing business for to-day. We didn't start yesterday, and we're not going to stop to-morrow, whether your orders keep on coming or not. And if we trifle with the morals of our customers the time is coming when their doors are going to be closed in our faces. On the other hand, if we follow the path of rectitude, the time is coming when the doors will be closed in the face of unfair competition. I'm thinking about that time.

Remember, I am not running over with sympathy for employers who are not paying their staffs fair wages. By fair wages I mean enough for a man to live and keep his family in decency, with a little spare money for modest luxuries and a little to lay by for old age. Any employer who doesn't pay that deserves all that's coming to him. But it's us I'm thinking about; you understand, US. And just here I reach another decision. Your salary will be increased twenty-five dollars from the first of the month. The side-light your letter gave me on some business methods is worth that recognition.

At school we all learned that honesty is the best policy. I have never changed my conviction on that point, although there may be some who, in their secret hearts, say honesty is the best advertisement, but sharp practice is the best policy. It may be that if a man's whole ambition is to make money he would be better to throw honesty overboard at once and use part of the profits of sharp practice in employing a clever lawyer to tell him how far he can go without getting into jail. But there's no man whose whole ambition is to make money, or even whose main ambition is to make money. Did you get that? It's right.

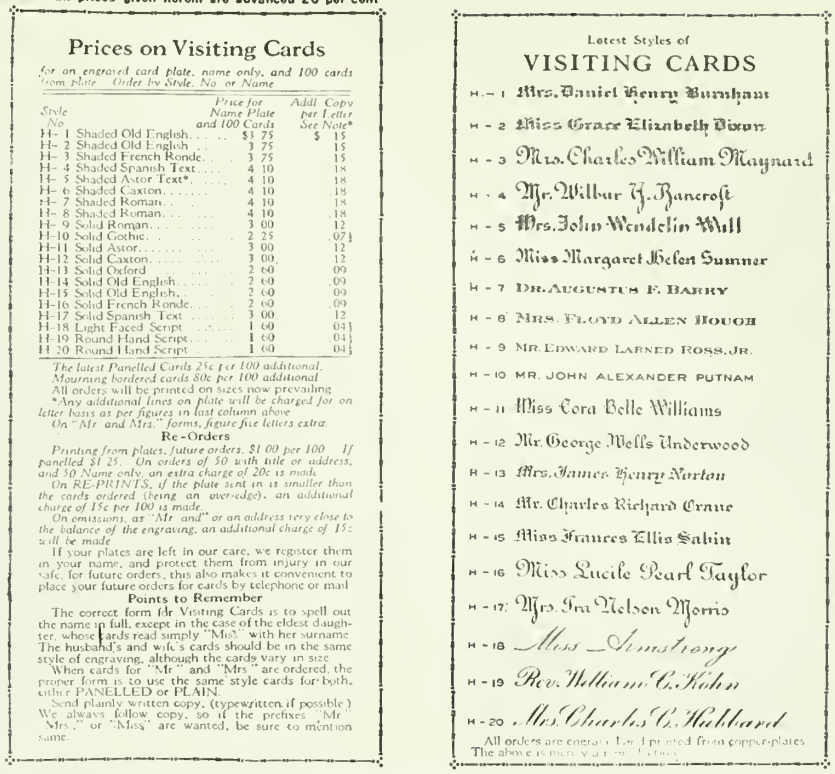
Work it out this way. People don't really want the money; they want the things they can exchange the money for. They want enjoyment. It may be the enjoyment of travel, or the enjoyment of power, or the enjoyment of beautiful homes and luxurious surroundings. Now the capacity for enjoyment is very different in different people. You can develop a capacity for enjoyment just as you can develop a sense of touch or acuteness of hearing. And you can dull your capacity for enjoyment just as a man at heavy labor loses the sensitiveness of touch in the fingers, and just as a workman in a noisy mill loses his acuteness of hearing. Now it is the law that the finer the sensibilities, the greater the capacity for enjoyment. A man with a highly developed artistic sense can take more enjoyment out of just looking at a picture than the average successful business man can get out of a box at the theatre and a midnight supper. A man with a highly developed poetic sense gets more enjoyment out of four lines that mean nothing to you than the average successful business man gets out of a trip to the Coast. Anything that dulls the sensibilities dulls the capacity for enjoyment. Therefore, if a man makes money by methods that are morally wrong, he blunts his sensibilities, and, by reducing his capacity for enjoyment, actually defeats his own purpose. How often you may find "successful" men who have lost that capacity for enjoyment! It is the law. God is not mocked.

THE OLD MAN SAYS "WE MUST BE STRAIGHT"

I don't write letters like this every day; if I did the business would soon suffer. But your experience set up a train of thought in my mind that I simply had to commit to paper. It is a good plan to think your ideas out to a conclusion now and again, and a good way to do that is to commit them to paper. Many people do not know what they think, because they have never been compelled to express what they they think in words. And what I think is this: that political morality and business morality travel in company, and political immorality and business immorality do the same. I never like to hear the politicians of my country censored too severely, because I realize that every word that applies to them must, in the very nature of things, apply to the people of the country, of whom I am one and you another. It is impossible to conceive a nation of high business morality where high political morality does not also prevail. It is, therefore, not only a matter of principle, but a matter of patriotism, that our business life should be lived on the highest possible plane. I don't say that we must give up either our ambitions or our pleasures, but I do say we must be straight. It isn't fair to ask the boys to give their lives at the front that we may continue in business under our own system of government unless we are prepared to guarantee that our system of government and our methods of business themselves are fair.

So far as this firm is concerned, that is, and will continue to be, our conception of business and patriotism.

P.S. About the orders you sent in. I have decided to fill them, but will bill them out at our regular prices. The firm will lose the price of the "grease." But don't let it occur again.



Because of recent increases in cost of production, all prices given herein are advanced 20 per cent

Prices on Visiting Cards

for an engraved card plate, name only, and 100 cards from plate. Order by Style, No. or Name

Style No	Price for Name Plate and 100 Cards	Addl. Copy per Letter See Note*
H- 1 Shaded Old English	$3 75	$ 15
H- 2 Shaded Old English	3 75	15
H- 3 Shaded French Ronde	3 75	15
H- 4 Shaded Spanish Text	4 10	18
H- 5 Shaded Astor Text*	4 10	18
H- 6 Shaded Caxton	4 10	18
H- 7 Shaded Roman	4 10	18
H- 8 Shaded Roman	4 10	18
H- 9 Solid Roman	3 00	12
H-10 Solid Gothic	2 25	.07½
H-11 Solid Astor	3 00	12
H-12 Solid Caxton	3 00	12
H-13 Solid Oxford	2 60	09
H-14 Solid Old English	2 60	09
H-15 Solid Old English	2 60	09
H-16 Solid French Ronde	2 60	09
H-17 Solid Spanish Text	3 00	12
H-18 Light Faced Script	1 60	04½
H-19 Round Hand Script	1 60	04½
H-20 Round Hand Script	1 60	04½

The latest Panelled Cards 25c per 100 additional.
Mourning bordered cards 50c per 100 additional.
All orders will be printed on sizes now prevailing
Any additional lines on plate will be charged for on letter basis as per figures in last column above.
On "Mr and Mrs." forms, figure five letters extra.

Re-Orders

Printing from plates, future orders, $1.00 per 100. If panelled $1.25. On orders of 50 with title or address, and 50 Name only, an extra charge of 20c is made.
On RE-PRINTS, if the plate sent in is smaller than the cards ordered (being an over-edge), an additional charge of 15c per 100 is made.
On persons, as "Mr and" or an address very close to the balance of the engraving, an additional charge of 15c will be made.
If your plates are left in our care, we register them in your name, and protect them from injury in our safe, for future orders, this also makes it convenient to place your future orders for cards by telephone or mail.

Points to Remember

The correct form for Visiting Cards is to spell out the name in full, except in the case of the eldest daughter, whose cards read simply "Miss" with her surname. The husband's and wife's cards should be in the same style of engraving, although the cards vary in size.
When cards for "Mr" and "Mrs" are ordered, the proper form is to use the same style cards for both, either PANELLED or PLAIN.
Send plainly written copy, (typewritten if possible.) We always follow copy, so if the prefixes "Mr," "Mrs," or "Miss" are wanted, be sure to mention same.

Latest Styles of

VISITING CARDS

H - 1 Mrs. Daniel Henry Burnham
H - 2 Miss Grace Elizabeth Dixon
H - 3 Mrs. Charles William Maynard
H - 4 Mr. Wilbur J. Bancroft
H - 5 Mrs. John Wendelin Wall
H - 6 Miss Margaret Helen Sumner
H - 7 Dr. Augustus F. Barry
H - 8 Mrs. Floyd Allen Hough
H - 9 Mr. Edward Larned Ross, Jr.
H - 10 Mr. John Alexander Putnam
H - 11 Miss Cora Belle Williams
H - 12 Mr. George Wells Underwood
H - 13 Mrs. James Henry Norton
H - 14 Mr. Charles Richard Crane
H - 15 Miss Frances Ellis Sabin
H - 16 Miss Lucile Pearl Taylor
H - 17 Mrs. Ira Nelson Morris
H - 18 Miss Armstrong
H - 19 Rev. William C. Kohn
H - 20 Mrs. Charles C. Hubbard

All orders are executed from engraved copper-plates. The above is merely a few of the styles

The two inner pages of a 4-page envelope enclosure issued by the Gage Printing Company, Battle Creek, Mich.—one of the very bright and enterprising printing firms of the Middle West, and whose house organ, *Gage Readings*, has the right idea. A "tip" to Canadian printers is contained in the above reproduction.

SUED FOR LIBEL

As a result of publishing an unsigned letter which is alleged to have reflected upon the integrity of M. J. O'Brien, of Renfrew, a candidate in the Dominion elections, P. McHugh, publisher of the *Leader*, Eganville, Ontario, has been served with a writ for libel. Mr. McHugh refused to divulge the name of the author of the letter, which action would have satisfied the complainant, and the suit for unstated damages followed.

APOLOGIZED

At the annual meeting of the Ontario Motor League, held in Toronto, January 21st, H. H. Williams, chairman of the Campaign Committee of the Toronto and York Patriotic Fund, made an apology for a full-page advertisement recently appearing in the morning papers, in which some reflection was cast upon motorists. Mr. Williams stated he had not seen the advertisement in question until it came out in the papers. Dr. P. E. Doolittle added that fully 90 per cent. of the money donated to the fund comes from motor owners, and in addition he pointed to the fine work being done by motorists in the reception of returning veterans. The motor, he assured the public, is no longer a means of pleasure, but a commercial necessity.

John Gordon Tells His Story

A Wanderer for 30 Years--Seems to Have Settled Down—Some Reminisences

AFTER thirty years of delving in type cases, editing a country weekly, wrestling with presses from the old Washington to the modern Miehle, and incidentally acting as a buffer between cantakerous subscribers and ditto editors in about 55 offices, I have meandered back to Sailors' Snug Harbor, viz: The old *Maple Leaf*, Port Dover, Ont., where in 1887 Jack Innes, popularly known as "Shoaf," initiated me into the

JOHN GORDON

Foreman of the Port Dover *Maple Leaf*. Mr. Gordon has worked in 55 newspaper offices, and is as yet only 45 years of age. His reminiscences accompanying make good reading. Mr. Gordon's sister, Mrs. Isabel Curtis, was woman's editor of *Success*, and *Good Housekeeping*. Another sister is on the staff of the New York *Times*.

mysteries of the case, the Washington press and the buck saw.

Here I've been the only employee for a year. Devils are impossible to procure here, where 10-year-old boys command $10 a week splitting herring. I had one for three weeks at $3 per. For eight hours a day he mentally devoured "Blubbery Bill, the Wandering Terror of Biddy's Bend"; the remaining hour he loafed. Once I tried argument with Ivan but he hurled the following at me:

"Mister Gordon, I'm surprised. You overstep the bounds of your authority and I've a good mind to quit. I can get $1.50 a day at the canning factory. Just consider, if I left, you'd have to shut up shop and maybe lose your subscriber."

That was the last hay that broke the camel's bellyband, so I says, says I, "Ivan, git right out and put up the shutters and give the editor the keys of the offiice. The *Maple Leaf's* dead."

YOU CAN'T BEAT CIVILITY

By the by, our lone subscriber came in the other day, sneezed once, coughed twice, set down and says to the editor: "I'm sorry I've been so long paying my subscription. Here's $6 on account."

"No, never mind, Mr. Pretty," says the Boss, "you needn't deprive yourself just now unless it's convenient."

"All right," returned our subscriber. "I'm short of money, so I'll call again."

"John," yelled the Boss, "lock the doors and if he tries to escape by the windows soak him with the mallet. Now, shell out, Old Stockin'!"

Now, a one-man shop is a lonesome post, but a printer blessed with a lively imagination and a good memory is seldom at a loss for company.

So as I sit on my stool and the type goes clickety-clack, my mind wanders back to the good old days in 1890, before the "Lino" played havoc with the occupation of the straight matter artist.

A SHORT REVERIE

In the autumn of 1890, in my 17th year, I held a case on the *Daily Democrat*, of Holyoke, Mass., and being of a harum-scarum disposition, I jumped a freight one night for New Haven, Conn., accompanied by a knight of the stick whose stage name was Whiskey Bill, hailing from Utica, N.Y. Bill well deserved his cognomen, but he was a generous, warm-hearted chap. At New Haven we boarded the old side-wheeler "Northam," for New York and next morning at 6 I had my first view of Gotham and the twinkling halo of lights on the Brooklyn Bridge.

The main sight in New York then was the *World* Building, which then was up about 20 storeys. It was the first real sky-scraper. Now it looks like a chicken coop compared with the Woolworth Building on Broadway.

For two months Bill and I worked, wandered, and boarded together, until one fateful day in February, 1891, my side partner received a telegram from home saying to come and get his share of an estate. So we shook hands with mutual regret, and that's the last I ever saw of poor old Bill, who was one of nature's noblemen, a man who would have shared his last doughnut with me; him eat the hole, and give me the rest.

Well, after a few days of loneliness—and the loneliest place in the world is a large city—I shipped on a steamer bound for the West Indies, and the last I remembered for several days was the hazy sight of Sandy Hook waves high as a barn, a good hearty supper, a clay pipe loaded with navy plug, then suddenly a rush for the rail, 'mid the jeers of the seamen, where I gazed intently at the deep blue sea, and incidentally contributed liberally to the Atlantic. Then—oblivion.

On the above trip I jumped the ship in Key West, Fla., worked my way on from Utica, N.Y. Bill well deserved his cognomen, but he was a generous, warm-hearted chap. At New Haven we boarded the old side-wheeler "Northam," for New York and next morning at 6 I had my first view of Gotham and the twinkling halo of lights on the Brooklyn Bridge.

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PORT DOVER WEAKLY GUT BARREL

The Steamer City of Port Dover

Fisherman's National Bank

Capital, $000,000,000.01

All Money Free without Security or Interest

Don't Hesitate — Come and Get All You Want

FREE TOBACCO

MID THOMPSON, Mgr. — Office—Ice House

Weakly Gut Barrel

JACK WOOD, Editor

OUR MOTTO

"To hell with poverty, throw the dogfish another dog biscuit"

2nd Offence. Dover Fish Parlor, Nov 18, 1916. Price, 2 for 5c

HEY, YOU WOPS!

Fishermen and Fools:

When I started dis 'ere Gut Barrel I expected some presents from it, but here was nothing doin'. Why when I ast a wop on de Jimmytown for a chaw he says, ses 'e, "Dave, you big fish-faced, up-and-down stairs imitation of a last year's cauliflower, go ask yer bran ig a tar barrel!"

Gents, I quit, so I hereby apint Mister Jack Wood, DD, as Editor.

Yours with love, [nit]

DAVE LOW, DNF.

Them who own a lb. of butter buy one of

MY SAFES

to keep it in.

Bob Matthews, Dover

FISHERMEN LISTEN

As I dinna like the Canuck langwige I'll gie ye chiels a bittie o' my mind in gaelic—

"Gurr bloop woo woo doup skeechin o hell Dave skrbrck lil aye brrrumtumtumtumm xz Jack Spain keeth och aye yes he hah! Whee jelly belly bum ain'tthisahelloiafunnyartikle

Yours same as Dave,

JACK WOOD, Editor

NOTICE

Owing to the high cost of paper money the Gut Barrel has been reduced in size.—ED

Know that Gink named Jake
He said, "Fur Goodness Sake
Stop that dam smell
Or, or, By ell!
I'll throw you all in der lake.

PORT DOVER WEAKLY GUT BARREL

WEAKLY GUT BARREL

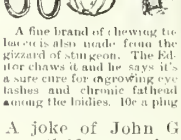
Comes out Saturdays

Price, 3c, two for 5c

JACK WOOD, Editor
JACK GORDON, Mgr.
JACK SPAIN, Devil

Something Doing at the Gut Factory

The following articles were made from fish guts on Gasoline Gamble's new machine.



A fine brand of chewing tobacco is also made from the gizzard of sturgeon. The Editor chaws it and he says it's a sure cure for ingrowing eyelashes and chronic fathead among the loidies. 10c a plug

LISTEN

Owing to the high price of brains and paper money the Gut Barrel is now 3c or 2 for 5c. What's worth readin' is worth payin' for. Savy?

Our policy is to cheer up people and make them think they're eatin' butter when they ain't.

The difference between our Gut Barrels and them at the fish dock is. If you see it in ours it hain't nasty stuff.

Don't be a Grouch. Buy a Gut Barrel. Life is slow and solemn at the best, especially in these awful times when our Boys are away shootin' mad dogs. Besides the proceeds go to buy flannel waistcoats for the cannibals in the Island of Wap in Port Rowan Bay.

What a comfort—to them.

Dig down there, everybody —25c a month to the Red Cross. Fight or pay.

PORT DOVER WEAKLY GUT BARREL

LITTLE GUTS

Jags last week—0 Good.

Jack Spain gave his Sea Bird a dose of salts Monday.

Tug Jelly from Burwell got a great haul of jelly fish last week

Funny how the creek has lowered 14 inches since Sept. 16. Who said fishermen?

Yes sir Hahie is a Public Benefactor. Monday he shovelled the walk from his office to the Gem theatre. Who's a liar?

We all like to see Billy Deal,
Our mon, he gets a great deal
Yes, a big heap
And it makes him weep,
Because all he gets is a feel.

McBain's Orchard, Nov 16 —288 yards of trenches were captured this morning and 24 rabbits killed. Gen Rabbitberger is in full retreat.

Gasoline Gamble has invented a tongue-spray for the fishermen. It is a small machine in the hat. All that a thirsty one has to do is stick out his tongue, press a button and he feels like Sept. 14

WE TAKE IT BACK

When we were editor of the Simcoe British Canadian we published this

"Funny how a camel can work 8 days without drinking and a Dover fisherman can drink 8 days without working

We are very very sorry for that miserable slur on such a nice, quiet, gentlemanly, sensible, generous and smart set of men. Tain't true now, anyway. Listen—Now a man is fined 200 plunks for carrying a wee bit bottle on the hip. Question is—howinhell could a Dover fisherman pay a fine for a good lively double-jointed 8 day Dover Slosh Bath?

A TESTIMONIAL

Dear Dr. Spain; I was all run down with a motor car, had the heaves so bad that I raised the roof of my chicken coop when I stood up, so I took a bottle of your Dogfish Extract and now I kin lick any wop in Dover, bar none.

Yours truly,
M. McGillicudy.

A joke of John Gordon's. John enjoys life and adds to the enjoyment of others Self-expression is happiness. The above is a 4-page miniature newspaper.

a liner to Pt. Tampa. First blind baggage I jumped I was arrested at Lakeland, escaped in morning in a peculiar way. Then beat it through Jacksonville, Atlanta, Ga., Chattanooga, Louisville, etc., to Buffalo, where I had the devil's own time on Lake Erie cooking in a sloop for two months.

Solving the Circulation Manager's Problems

Galleys and Addressing Machines—Revision of Lists—Adding New Subscribers—Cost of Keeping up the Ma ng List—Reducing Operating Costs in the Circulation Department

NOTE: The two papers following were read at the inaugural meeting of the Western Canada Circulation Managers' Association, held last autumn in Winnipeg.

GALLEYS AND ADDRESSING MACHINES

By M. Edelstein, Circulation Manager *Farmers' Advocate,* Winnipeg.

MAILING lists may be handled by the galley system or by the use of the addressing machine. In discussing the merits of these two systems, my remarks will apply principally to bound publications. As far as I know, addressing machines have not been used to any great extent by publishers of daily papers. Everyone here is, I believe, familiar with the galley system. It may be of practical benefit, however, to touch on what may be said to be the essentials in the successful handling of the mailing list by the use of galleys. I shall then briefly describe the handling of the mailing list by the adressing machine, and will endeavor to point out the advantages and disadvantages of each system.

THE REVISION OF LISTS

The first essential in the use of galleys is that the revision be kept up to date. If the list is allowed to drag along for indefinite periods, without revision, it means a lot of extra work in the circulation department, and also for the printers. The subscription clerk loses time in hunting for names and addressing wrappers, and from the printers' standpoint it is more economical to correct certain portions of the list at certain periods.

While the sheets are being revised the circulation department has to get along without them, and orders must be held until the revision is completed. In our office the mailing list is revised on a daily basis. Our list is contained in 272 galleys, of from three to five columns each, nine ems wide. For revision purposes, I have divided the list into ten divisions of about thirty galleys each. Our subscription clerk writes the new names and alterations on the galley sheets in their proper position, and the sheets for each day's revision are handed to the linotype operator every morning. One division is revised, and new galley sheets pulled every day except Saturday. As there is never more than one tenth of the list absent from the circulation department, and as each division is revised and proof read within twenty-four hours the entering of corrections on the galley sheets is practically always up to date. At the end of each week, the portion of the mailing list revised during the preceding five days is pulled on two sets of sheets which are used for mailing the two following weekly issues. By this system our whole list undergoes revision once every two weeks.

ALPHABETICAL ORDER FOR POSTOFFICES.

Another point to which attention should be paid is that the names under the post office headings be placed in alphabetical order. If this is not done, it means a big waste of time hunting for names and a renewal subscription may be very easily placed on the list as a new subscription with the result that second copy is sent to the subscriber. If the names are alphabetically arranged under the first letter of the surname it is comparatively easy to avoid or detect errors of this kind.

In order to locate quickly any post office on our galley sheets, we keep a printed alphabetical index of post offices which is revised about once a month for post office changes. This index shows the number of the galley sheet on which each post office is located. Our mailing routes are indexed in the same way.

ADDRESSING MACHINES

Most of the larger publishers of bound publications now use addressing machines for printing their mail lists. The names are printed by the use of stencils. The stencils are arranged under post offices and are filed in tin trays. They are fed from the trays into the addressing machine which automatically prints the addresses. Addressing machines can be adapted so that they address on wrappers, on the cover of the publication or on mailing strips. The impression which prints the name is made in ink, the machine being supplied with a fountain through which the ink passes on to a roller. The stencils are inked by passing under this roller and by means of another roller are impressed upon the wrapper or mailing strip. A mailing machine run by an electric motor will address from 2,000 to 5,000 names per hour.

STENCILS

There are many different kinds of stencils in use by the various makes of addressing machines. Certain kinds of stencils require a special machine for cutting addresses. The most practical stencil for the use of the publisher is one on which the addresses may be cut by the use of a small inexpensive attachment that will fit an ordinary typewriter. Addresses made from stencils cut in this way are very difficult to distinguish from a typewritten address. A typist who becomes accustomed to cutting stencils can turn them out almost as quickly as addressed envelopes.

THE MAILING LIST

Copy of the complete mail list is run periodically on a four inch strip. This is cut into pieces of convenient length, and the pieces are bound into a book. The post offices and mailing routes may be indexed on the outside of the book so that they may be located without delay. When subscription orders come in, the clerk in charge of the bound copy of the mailing list, looks them up and marks upon the order whether it is new or renewal, and the date of expiry.

After the letters have been marked up they are handed to the stencil cutter who makes a stencil for each order. In many offices an address printed from the new stencil by means of a hand roller is placed on the face of each letter or order. From the stencil cutter the orders and newly cut stencils are handed to the addressing machine operator. The operator puts the newly cut stencils through the machine. She then checks the new list of addresses with the subscription orders. When this is completed, the letters or orders are handed to the correspondence clerk to file, and the stencils are placed in the trays under their proper post offices and mailing routes. In filing stencils for renewal subscriptions the filing clerk takes from the tray the old stencil for that subscription. The practice in some establishments is to change the date on the old stencils for renewals, but I have been informed by a number of those who have tried this that it has not worked satisfactorily. Changes of address are handled in a similar manner to renewal orders. Stencils which are discarded owing to stop orders may be filed away in a separate cabinet as future prospects.

Some mailing machines are equipped with a selecting device. By the use of this attachment, stencils for subscriptions expiring during any month may be automatically discarded and filed have been printed. This machine would in another tray after the addresses be very useful to a publisher who discontinues subscriptions immediately upon expiry, but is not necesary in the office of a publication which allows subscriptions in arrears to remain on the list for indefinite periods.

SYSTEMS COMPARED

For practical purposes, let us compare these two systems from three standpoints, namely, economy, convenience and efficiency:

FIRST, ECONOMY:—It costs us approximately $150.00 per month to handle our mailing list of 36,000 names, using galleys. This of course does not include the salary of the clerk who enters the galley sheets. This charge allows for a profit of 15 per cent. to the printers, so that the actual cost is about $125.00 per month.

To purchase, equip and instal an addressing machine in Winnipeg that would be practical for a mailing list of 40,000 names would cost anywhere from $1,500.00 to $2,000.00. This sum would cover freight, duty, sufficient stencils for the list, and the cost of the extra help required to cut the new stencils. For the purpose of estimating the cost of keeping up the revision of a mailing list of 40,000 names with the addressing machine, we will figure the total cost of purchase and installation at $2,000.00. The cost of keeping up the mailing list by the addressing machine may be estimated as follows:

Interest on investment of $2,000.00 at 7 per cent.	$140.00
Depreciation 10 per cent.	200.00
Stencils, 25,000 at $12.00 per 1,000	300.00
Ink and paper	100.00
Machine operator	500.00
Total	$1.240.00

or approximately $100.00 per month.

These figures indicate that from the point of view of economy, the addressing machine has the advantage over the galley system.

SECOND, CONVENIENCE: — It seems to me that it is on this point that the addressing machine makes its strongest appeal. The difficulty in handling the list by galleys is that the principal operation in the revision must be carried out by the printer and for this reason cannot be closely supervised by the circulation manager. Another difficulty is that the list must be tied up in leaden type and kept out in the printing plant which is generally some distance from the circulation department. The stencilled list is more convenient, because it can be kept in the circulation department, and is in such a form that it can be referred to easily at any time. The address of any subscriber can be quickly located and, if necessary, a change made in a few seconds. The stencilled list is also much more convenient when it is necessary to cut off names from the list, and the stencilled addresses may be used for sending out expiry notices or for circularizing subscribers for any purpose.

THIRD, EFFICIENCY:—The question as to which of these systems is the more efficient is I think largely a matter of opinion. I have used both systems but could not fairly say that either one is more efficient than the other. By the proper use of either, a very high point of efficiency can be secured. This is a point which each publisher must decide for himself.

REDUCING COSTS

By C. G. Woodside, Circulation Manager Calgary *News-Telegram.*

WHEN the Great War broke out, we were one of the first papers to feel the increased cost of production.

Our first attempt to meet the high costs was to eliminate free copies. We cut off all exchanges, complimentary and service copies, with the exception of local exchanges, local postmaster, express agents and foreign advertisers.

To our surprise we found that instead of losing these people entirely, a big percentage of them sent in their cheques for the paper. We made a nice gain on paid circulation through this one item alone.

We had also been giving about $25.00 worth of street car tickets to our carriers each week, this practice we discontinued by explaining to the carriers that if we were to continue giving them car tickets we would be compelled to raise the rate of their papers.

At that time too we discontinued our motor truck delivery to depots, and made the carriers come into the office for their papers, with the exception of a dozen routes on the outskirts of the city; these we now send out on the street cars. By this change we made a big saving, being able to dispense with the truck and driver.

I was rather alarmed as to what effect this change might have on our service, but was gratified to find that through coming in contact with the carriers each day we were able to reduce our complaints nearly 50 per cent. and the change did not make any noticeable difference in the time of delivery.

DISCONTINUING RETURN PRIVILEGE

We had already discontinued the return privilege to newsdealers, and this summer, with the co-operation of my good friend, Hilliker of *The Calgary Herald,* we had our street wholesalers discontinue taking back unsold copies from the street boys, and insisted on them paying in advance for their papers; this caused considerable complaint on the part of the boys at first but they soon became accustomed to the change, and it had the effect of keeping our papers on the street to a later hour, as the boys knew they had to either sell all their papers or suffer a loss. This change made no noticeable difference on our sales and our left over copies have been reduced easily 50 per cent.

In the press room all paper that is damaged on the rolls is saved and cut up and used in the editorial rooms for copy paper, and in the composing room for proof paper. "Left overs" are cut for single wrappers. We reduced the cost of wrappers one half.

We were in the habit of giving premiums away to new subscribers but we now charge the cost of the premium to the subscriber, and our solicitors bring in nearly as many orders as under the old plan.

REDUCING OPERATING COSTS

By W. H. Henderson, Manager the Winnipeg *Telegram.*

LAST March we received an account from a job printing firm, for printing which amounted to $486.20. This covered two lots of dodgers, 60,000 of each. The idea of paying this large amount for two ordinary dodgers was appalling to me, so I set to work to reduce costs with the following results:—

(1) I first invented a way to print our dodgers on ordinary news print paper on the newspaper Hoe or Goss press. We printed two forms to a page, and then cut the page in half to get the right size. This gave us the same size dodgers as the others and at less than one third of the cost.

(2) The next move I made was to print letter heads (four to a page) on our Goss press, then put them through the cutter to get letter size. We use these letter heads for ordinary multigraph circular work.

(3) We then decided to print all our circular orders of 1,000 or over on the Goss press. We print four forms to a page and then cut each page in quarters.

(4) We worked out a system of printing renewal blanks and subscription contracts on the Goss press.

(5) We discovered a system of printing the labels for mail bags and large labels for newsdealers' parcels on the small press used to print our mail lists. Now more than 95 per cent. of our departmental printing is done in our own building, whereas formerly it was done in a job printing establishment at a heavy cost.

I have with me to-day samples of printing done on our press for the inspection of the members, and I will gladly send samples to out of town members on request.

(6) Kraft wrappers cost 10¼c. a pound. Newspaper wrappers cost ½c. a pound. In other words one pound of kraft wrappers costs as much as 20 pounds of newspaper wrappers.

(7) By careful study in our mail room we have succeeded in substituting newspaper wrappers for kraft wrappers in all sizes except the sizes 10x40 and 10x18.

(8) Our mail clerks make our own paste now. Formerly we bought it from the Vigor Paste Co. In this way we save about $7.00 a month.

The following table of costs proves the savings effected by the above mentioned methods.

	Sept. 1916	Sept. 1917	Reduction
Wrappers and twine	$425.32	$171.24	$252.08
Stationery	159.56	81.10	78.48
Total reduction			$333.56

WESTERN CANADA CIRCULATION MANAGERS' ASSOCIATION

THIS organization recently formed announces its objects as follows:

To promote greater co-operation between the men engaged in circulation work in Western Canada;

To establish a permanent body capable of dealing with problems that affect the circulation business;

To foster good fellowship and a more fraternal feeling between the men who work on different publications;

To give impetus to the get-together habit;

To secure unity of effort, when such is needed and can do the most good;

To help and be helped by the combined intelligence that such an association makes possible;

To improve methods and improvise measures that will work for the benefit of all alike;

To do everything possible to benefit the business all are engaged in, and so render a service that will justify the existence of the organization.

THE OFFICE DEVIL'S SONG

THE receipt of a few bags of coal by T. Hugh B. McCullough, editor and publisher of the Chatsworth *News,* led him to burst into song, which he, however, modestly attributes to his office devil. Others may feel like singing the same song as follows:

A wave of warmth prevades the whole blamed place,
The 'Compos' set, while fingers with warmth glow,
While I, the 'devil', laugh, and in my laugh is glee,
The office stove, soft coal, give heat enow.

The type is fit to handle once again,
The 'sticks' don't freeze you as with touch of snow,
The 'sorts' are warm and pleasing to your hand,
The office stove, soft coal, give heat enow.

The presses work, and working them I sing,
The ink 'spreads' well, the rollers are not 'slow',
The 'rule.' the 'slugs,' the 'leads' and all the tools
At last are warm. 'Tis Paradise enow.

BEN FRANKLIN ANNIVERSARY

THE two hundred and twelfth anniversary of the birth of Benjamin Franklin and, incidentally, the first anniversary of the founding of the Ben Franklin Club, was celebrated in January in various U.S.A. cities.

Lighting as an Aid to Efficiency in Printing Plants

The New Valuation of Labor — The Effects of Good Light — Practical Suggestions on Lighting—The Economy of Good Light

By GORDON COLT, in *The American Pressman*

WORKERS, to-day as never before, are the greatest asset of the printing concern. The cost of their services is constantly on the increase and so every minute of time should find every employee producing full value.

The employer should guard the health of his employee, hold his good will and do everything possible to keep his vitality at the maximum in order to secure his best co-operation, not from charitable or philanthropic motives alone but through good business judgment, resulting in a definite profit.

The lighting conditions in the printing plant intimately affect the efficiency of the workers. Eye strain is as vital a consideration as any other muscular strain and good work is hard to do with tired muscles.

The effects of good light, both natural and artificial, and of bright and cheerful surroundings may be itemized as follows:

(1) The reduction of accidents, costly in compensation to the injured and in loss of his services.
(2) Greater accuracy in workmanship.
(3) Increased production for the same labor cost.
(4) Less eye-strain.
(5) The promotion of better working and living conditions.
(6) More contentment among the workers.
(7) More order and neatness in the plant.
(8) Supervision of workers made easier.

Items Nos. 4, 5, 6, 7 and 8 all have a bearing on accident prevention.

Superintendents have stated in actual instances that due to poor light their workmen have lost much time, sometimes as much as from one to two hours on certain days.

If good light will add an average of say one-half an hour to the output, these thirty additional effective minutes represent an increase in output of six and a quarter per cent. brought about by an expenditure equal to one-half of one per cent. of the wages for improved lighting or a saving equal to twelve and a half times the expense.

PRACTICAL HINTS

The ceilings and upper portions of walls should be light in color for the purpose of rendering both natural and artificial light more effective and better diffused.

The lower portions of walls should be a color that is restful to the eyes, preferably a medium tint, typified by broken yellow, olive, or subdued green. Other subdued colors are available.

Adequate daylight facilities through large window areas, together with light, cheerful surroundings, are highly desirable and necessary features in every workroom and should be supplied through the necessary channels, not only from the humane standpoint but also from the point of view of maximum plant efficiency.

The light-diffusing power of walls and ceilings is an important factor, and only with properly finished walls can perfect, one hundred per cent. plant lighting be secured.

Unfinished or improperly finished walls are gray in tone—a dull, lifeless mass almost void of reflecting power. Consider what it means when these same walls are made to reflect from forty to seventy per cent. more light. Glance at this table and you will likely decide that the upper portion of your walls and the ceilings need a light-diffusing coating.

LIGHT REFLECTION OF VARIOUS COLORS

	Per cent.
Perfect reflection	100
White walls	80
Chrome yellow walls	62
Orange walls	50
Dark yellow walls	40
Pink walls	36
Blue walls	25
Emerald green walls	15
Dark brown walls	13
Dark blue walls	13
Dark blue walls	12
Black walls	1.2

Even if there is the maximum window space and the best saw-tooth skylights there are still walls and columns that are absorbing the light instead of reflecting it, and you are losing the value of every bit of light absorbed. If you haven't the best of windows and skylights the loss is just so much greater.

The cost of artificial lighting is a considerable item in any printing plant's overhead, whether you buy your light or make it in your own power plant. It is worth something when you can get daylight ten minutes longer each day. When walls are properly finished, from ten minutes to an hour per day of daylight may be had.

THE ECONOMY OF GOOD LIGHT

Not only is the daylight period lengthened, but every part of the plant may be given a clear, soft diffused light. At night less current will be needed, for artificial light is diffused as well as daylight from a glossy or semi-glossy white wall finish, and deceptive shadows are eliminated.

Perfect lamps, correctly located, are required for ideal artificial lighting, but perfect lamps alone or perfect wall finishes will not yield the ideal light. The two must be employed together.

Any way you look at it, from every angle, perfectly coated walls are so superior that no printing concern can afford to have uncoated or inferior coated walls in the workrooms.

The perfect coating must be white. White excels in light reflecting power, but white alone does not mean perfection. So-called cold-water paints are white, but dust on, drop off, and scale off, collect dirt, and absorb moisture, and soon turn from white to gray.

Not only are these cold-water paints insanitary and unhealthful, but they last only for a little while and, while the first cost may seem low, the continuous yearly or semi-annual renewal makes it prohibitive, even if other drawbacks are not taken into consideration.

Lead and oil paint is white, but little better than cold-water paint and far from an ideal wall coating. The best lead and oil will chalk off. This dust is poisonous and injurious to health. Lead and oil, when dry, does not develop the required light-diffusing power. A special semi-glossy white coating must be used and may be had of the painters' supply houses.

TYPOS OF LONG AGO

IF THE Toronto journeyman job printer of fifty-six years ago could make it convenient to step on earth for an hour in this day of grace, he would be startled at the changed conditions in the weekly stipend. This paragraph is the outcome of a look at the payroll of the job room of Rowsell & Ellis, the well-known printers at 74 King Street East, north side, the present site of Nasmith's and running back to the south side of Court Street.

There are some names of old timers that recall the last days of the fifties and the beginning of the sixties in this pay book. One page of the book gives the weekly wages and reads as follows:

J. H. Lemaitre, $9.66; De Vere Hunt, 24 Sydenham Street, $9; M. Carroll, 296 Queen Street East, $6.82½; Joseph Benson, 112 Nelson Street, D.T., $8.62½; C. Brown, $6.60; Wm. R. Parkes, $6.45; John Love, 49 Britain Street, $10; Benjamin Hazlehurst, 61 Victoria Street, $7.65; W. Hunt, $8.40; J. Scarlett, 92 Duchess Street, $5.50; Johnson Ginn, Pine and Oak Streets, $4; R. G. Ellis, $3.25; John Ginn, Pine and Oak Streets, $2.50; Francis McNamee, $2; C. Riddell, $2.

The wages book dates from 8th January, 1859, till 8th September, 1860. The same names appear as members of the staff, week after week. Lemaitre and De Vere Hunt made the best average wage of from $9 to $10 per week each.

Some of the other journeymen drew from $6 to $9 and the apprentices, John Ginn, McNamee and C. Riddell, were content with about $2.25 each. The average wage would be about $8 per week and ten hours per day. The gross weekly wage of the sixteen employees was $75 to $100 a week, or an average of about $80 per week. The scale in 1916-17 for job is $20 for hand men and $21 for machine operators per week of eight hours daily.

J. H. Lemaitre was foreman of the pressroom. De Vere Hunt was foreman of the composing room and was a brother of Wm. Hunt, also a printer. The former went to the United States about 1862, but later, in 1867, was employed in the *Daily Telegraph* job room on Bay Street. Matt Carroll was a good typo, long since dead. Joe Benson worked on the *Daily Telegraph* in 1866. The Ginn boys were nephews of Benson's, who, by the way, was a member of Deluge, No. 5, of the old brigade that was housed in Berkeley Street Hall. One of the Ginn boys, known as "Donty," worked in the job room of the *Daily Telegraph*. J. Ross Robertson and Cook's paper, under John Lumsden. The job office had, about 1865-9, about forty hands and ran eight Gordon presses. W. R. Parkes was another *Daily Telegraph*

man. He later kept a grocery store on King Street East. John Love was a pressman and learned his trade in the old *Colonist* office, now 77 King Street East. He was an excellent hand. His nephew, Tom Lannin, was one of the most perfect compositors of his day, a rattler at picking up type. "There were no false motions with him," says W. J. (Billy) Hambly, "every nibble meant a fish." J. Scarlett was engineer at the Rowsell printing office. R. G. Ellis was a boy, a relative of William Ellis of the firm. Charles Riddell was a son of a prominent east ender, Dr. Alex. Riddell, an old-time typo and later a doctor and coroner, 271 Queen Street East, corner of Ontario Street.—Toronto *Telegram*.

FRED W. FIELD

FRED. W. FIELD, managing editor of the *Monetary Times*, has been appointed British Trade Commissioner at Toronto.

Mr. Field was born at Twickenham, England, April 4, 1884, and educated at Tiffin's School, Kingston-on-Thames, England.

His first position was in the British civil service, and later he was in general office work. Finally he entered newspaper work. Appointed as assistant editor of the *Monetary Times* of Canada, Toronto, in 1906, he became managing editor in 1907, which position he retained until appointed as British Trade Commissioner.

Mr. Field was Imperial trade correspondent of H. M. Board of Trade, 1909-1917, and associated on advisory staff of Alexander Hamilton Institute, New York, 1913-1917. He is author of "Capital Investments in Canada" and "Natural Resources and Trade Prospects of Northern Ontario," and joint author of "Corporation Finance" and "Investment and Speculation."

LINDSAY CRAWFORD

LINDSAY CRAWFORD, editorial writer of the Toronto *Globe*, is no longer with that newspaper, due, it is said, to a speech at Montreal, in which he said that the Military Service Act was a failure, that Union Government was also a failure, and that the Liberals who supported Union Government now see the error of their ways.

Mr. Crawford in referring to his severance from the *Globe* editorial staff said:

"I have felt for some time past it was bound to come. It is not a personal dispute between the *Globe* and myself, but one which goes to the root of the breach between Liberalism and Unionism. At another time and in another place I shall take an opportunity to state more definitely the lines of cleavage between Liberals like myself and oldtime Liberal journals like the Toronto *Globe*."

It is stated, however, in political circles that Mr. Crawford may become editor of a new Laurier-Liberal organ in Toronto, toward which, according to the same report, $800,000 has been subscribed.

DR. J. A. MACDONALD

GAGE READINGS, the stimulating house organ of the Gage Printing Company, Battle Creek, Michigan, reproduced in a recent issue a goodly portion of an address on Service delivered by Dr. J. A. Macdonald, of the Toronto *Globe*, at the Rotarian Convention at Atlanta last year. In introducing the article *Gage Readings* said:

> "Dr. Jas. A. Macdonald, editor of the Toronto *Globe*—a big, raw-boned upstanding Scotchman—was the speaker, and a stenographer duly recorded all the *words* he uttered. But no mere transcript can give an idea of the splendid personality of the man, nor of the matchless force with which his oratory drove home the great truth, that we all must serve—king or peasant,president or private in the ranks."

The italicized word in the quotation will be enjoyed by those who know Dr. Macdonald well.

Dr. Macdonald, with his wife and daughter is in Japan, and visited some places in China as a side excursion.

HENRI GAGNON

Henri Gagnon, manager, has been recently elected a director of *Le Soleil*, daily newspaper of Quebec City.

HENRI GAGNON

Recently made a director of *Le Soleil*, Quebec, of which paper he is also manager. Mr. Gagnon has developed rapidly as a newspaper man, by force of his own merit and aggressiveness.

When the directors decided four years ago that things were not going as well with their paper as they thought they should be going, they appointed Henri Gagnon, who at that time was manager of *La Tribune*, in Sherbrooke, to look after the interests of their property, the official organ of the Liberal party.

As manager of *Le Soleil* he personally directs the policy of every department of the newspaper and job printing plant.

In 1914, Mr. Gagnon went to a newspaper property that was not exactly modern so far as equipment or business methods were concerned. His first task was to find new mechanical equipment adequate to the needs of the paper he had in mind, without asking the directors to open their purse strings. After the expenditure of $100,000 on mechanical equipment and other necessary expenses, *Le Soleil* to-day claims a circulation of nearly 40,000 and boasts that it does not owe a cent in the world—even the paper bills are paid weekly.

SIMONDS QUITS N. Y. TRIBUNE

FRANK H. SIMONDS, noted war writer for the New York *Tribune*, left that newspaper on January 16. He succeeds Col. Repington on the London *Times*.

Since the outbreak of the war Frank H. Simonds has become known as one of the best military critics of the country. Besides his articles for the *Tribune* and the *Evening Sun* on war matters he has written widely for magazines. He began his career as a reporter for the New York *Tribune*, and later represented that paper at Albany and at Washington. In 1905 he joined the staff of the *Evening Post* as its Albany correspondent. Three years later he accepted a position on the editorial staff of the *Evening Sun*. While he was with that paper the war broke out. He took an intense interest in the conflict long before the United States entered it, and his weekly summaries of the military situation, together with his criticisms on its management, won him wide recognition. He has visited Europe and the scenes of battle twice.

WINNIPEG TELEGRAM SHIFTS

THERE have been quite a number of changes on the staff of the Winnipeg *Telegram* lately owing to the change of management.

W. H. Harrison, advertising manager, has gone with the Winnipeg *Free Press*.

Frank McNamara, editorial writer, has gone to the coast with the Vancouver *Sun*.

Hay Stead, formerly editorial writer and cartoonist of the Winnipeg *Saturday Post*, has filled the position left vacant by Mr. McNamara.

George A. Roblin, for many years connected with the editorial staff of the *Telegram*, resigned on January 1 to go into business with his father. Robert C. Lipsett has taken his place.

COAL EDICT HITS PUBLISHERS

PUBLISHERS are affected by the revolutionary coal-scarcity war order by the Government, issued on January 16, for the closing down of all industries in all of the territory of the United States east of the Mississippi River, including the whole of the States of Louisiana and Minnesota, except newspapers and periodicals to the following extent:

Printers or publishers of daily papers are permitted to burn fuel as usual excepting on every Monday from January 21 to March 25, 1918, inclusive, on which days they may burn fuel to such extent as is necessary to issue such editions as such papers customarily issue on important national legal holidays, and where such papers do not issue any editions on a holiday they are permitted to issue one edition on the said Mondays.

Printing establishments were permitted to burn fuel on January 18, 19, 20, and 22 to such an extent as was necessary to issue current numbers of magazines and other publications periodically issued.

CORRECTION

PRINTER AND PUBLISHER regrets publishing an incorrect news item in the January issue to the effect that the E. B. Eddy news print mill had temporarily closed down. This was based on wrong information. The E. B. Eddy Company states, in a letter, that there is no truth whatever in the report.

Pointed & Pointless

By SIX-POINT BILL.

The *National Printer Journalist* says that "the paperman's combination has been dissolved, but it has not settled any of the problems of the country publisher. The price fixed is but temporary and does not affect sheet paper." That's just it. Judgments and water and alcohol have been known to dissolve some things, but they have tendencies to solidify organizations of men.

* * *

Under Ottawa date lines feelers were sent out to see if the dear public would stand for a little more elasticity in the Orders in Council. The despatches said that it was contemplated, or under advisability, or something like that, to take over two paper mills and manufacture newsprint and furnish it at cost in rolls to the newspapers that are equipped with presses for that class of printing. As in the preceding paragraph, the country newspapers that operate sheet-fed presses, would benefit as much as you might notice under a microscope. What the dear public has to do with providing paper mills for the big fellows, for that is what it means, is beyond my calculations. If Medill McCormick of the *Tribune*, Chicago, Hugh Graham of the *Star*, Montreal; Don C. Seitz of the *World*, New York, or Northcliffe of the London *Times* and *Daily Mail*, and several others, could have developed nerve enough to ask the public to invest in paper mills, it is a certainty they would have conserved their own cash. Certain newspapers are riding for a fall. The public may unhorse them in such vigorous fashion that the bump will make as big a tremor as a fair-sized earthquake. Members of the House may object to the blackjack.

* * *

This ancient and old-fashioned winter may be a lone orphan, but there have been others. Rustling for coal is some job. There is nothing new under heaven. Some years back I "held cases" with a few others on a certain popular daily, now housed in an eight-storey building. The ownership has not changed in the intervening years, but the system of heating the newspaper palace has undergone several improvements. In its earlier history coal was scarce some of the time, and wood nearly all of the time, and the gentlemanly compositors and the ruffianly editors and reporters, to keep the home fires burning were forced to annex the other fellow's fences and outhouses. I remember one night in particular. The coal man would not deliver the dusky diamonds owing to the banker "N.F."-ing the checks. In those days it took more than a telegraph company or coal mine to put a daily newspaper out of business. Things on this particular night looked bad for that particular newspaper. Fences were all gone, and the only thing in sight was a lilac bush. A generous and enterprising merchant that day had ordered a considerable quantity of the best white pine tongue-and-groove lumber to fix up his clothing parlors. The unsuspecting teamster dropped about a thousand feet not far from the newspaper office. What could we poor newspaper men do under the circumstance but hastily improvise a War Measures Act, which was not impeded or held back for the Royal assent, and feed that fine lumber to the yawning hole in the hungry stove. Of course, the paper came out, but the proprietor "went in" till we raised the necessary to get him out. That was some winter, too.

* * *

This issue of PRINTER AND PUBLISHER is to have something to say about labor-saving equipment. When I look at the fine steel cabinets and the pages stored on nice steel galleys and the "picking" for sorts among the lost arts because of the monotypes I think to myself what a "cinch" the "display" artists have. I "jumped" a pretty fair job once because of the strenuous occupation of pulling out type boards looking for sorts for every job I locked up for the cylinder presses. My position was that of first stone hand. The office was doing far too much work for the display type it possessed and the manager had ceased diplomatic relations with the type founders. It's no joke pulling out a half dozen type-boards looking for the only "cap" "A" in the office, particularly so when the boards are covered with dust and a fellow has a fair meal under his belt. As Ole Oleson would say, I "yumped da yob."

* * *

The lady or gentleman of neat attire proclaims the personality of the wearer. Shakespeare said "apparel oft proclaims the man." It would not take much word-twisting to make the Bard of Avon's idea apply to the printed job or page. The "coarse" type of the printed page or job is repugnant to those who have knowledge of the "language of the types." A great deal of the coarseness that is inflicted by type was the work of the adsmith, not of to-day, perhaps, though there are a few left, but of a previous day. The printer is not always to blame. Many advertisers have the idea that they cannot reach the prospect unless type is employed as bold and as repugnant as a soap box orator. The adsmith, to get between the advertiser and his dollar—and a meal ticket—said "Yes, yes, yes" to every interrogation. Then he made tracks for the unoffending printer, learned such printorial phases as 24-point, 18-point, 30-point, and steered for his next victim and talked in technical terms that neither one understood. When the adsmith fell down, he blamed it on the printer. But the system is undergoing a change. The "educated" misfits are now gradually giving place to typographers and artists who know the language of the type and how to talk it, and make it plain to the buyers of printers' ink. The word "adsmith" is a coinage of the men of the big composing rooms of America. To the everlasting credit of the land of Caxton and Caslon, the movement to put the adsmith in his proper place had its beginning there.

* * *

Forbes' Magazine, a new publication of New York, has a thing or two to say of the big misfit. The jolts will do a world of good. In the money-mad race, the individual who employed several to rake-in at the cash desk the "promises to pay" of the bank printing presses, vulgarly flattered himself as a success. That idea is rapidly changing these days. The successes of men worth while speak for themselves, and do not need the services of the press agent, because they mean something to their fellow men. The Spanish "S" is the dollar sign; with the strokes removed it is the initial letter of other words as well as "success." The big misfit is the cause of the world's present travail.

* * *

An abuse is rapidly gaining foothold in the job trade. Some fellow, who is the friend of another fellow who is the purchasing agent for some industrial or financial concern, is given the privilege of placing or peddling the necessary printed matter among job printers. For this privilege he exacts a toll from the producing printer of 10 per cent., often more, often less. These gentry usually carry introduction cards in neat card cases, upon which they are described as "printing brokers." About the only economic use the printing broker is to the community is he wears out the best shoe leather, indulges in good clothes, smokes 15-cent cigars and vulgarly flashes a diamond ring, when it is not "deposited" with "his uncle." There are cases in one Canadian city where the broker gets more in a week with his nerve than the hard-working boss printer earns in a month. Some defenders put the printing broker on a par with the advertising agent. There is as much difference between an advertising agent and a printing broker as there is between an honest man and a poker shark. The advertising agent develops advertising, helps the producer to find the consumer to the advantage of both—creates work for his fellows. The printing broker is a sympton—let's get rid of him before he becomes a malady.

* * *

The movement for eliminating the estimate for every two-by-four piece of job printing is growing steadily and surely. The absurdity of it is apparent when one considers what would happen if he asked the cobbler for the "figgers" before he entrusted the disciple of St. Crispin with the job of half-soling a pair of shoes, or if the thrifty housewife were to ask the tinker to give her an estimate for plugging up the tea-kettle. Gambling should be banished from the honest occupation of the printer. Give the customer the best service, see that the workman does an honest day's work for an honest day's pay, and charge the customer for it on the hour-cost basis.

PUBLICATIONS RECEIVED

The Village Beautiful is the title of a booklet issued by the Connecticut Mills Company, Danielson, Conn. It is an essay on the subject, "Why Good Housing for Mill Operatives Pays." As a piece of advertising literature this attractive publication provokes commendation. Typographically and artistically, it is a fine piece of work, and the idea on which the book is built is good. The publishers make ready-made houses.

Foldwell is the brief title of a very handsomely prepared and printed publication produced by the Chicago Paper Company. It is a persuasive advertisement of the coated paper made by this company which is declared not to crack, and to withstand the hard usage which mailing matter is subjected to in transmission.

Business-Building English.—This is a prospectus of the Business Training Corporation, 185 Madison Ave., New York, which corporation conducts correspondence courses in Business English, Business Essentials, and Foreign Trade. The prospectus of the Business English course is a highly interesting publication, almost a textbook in itself. Journalists and business managers who do much letter-writing or direct it will find this publication very suggestive.

Conservation in 1917 is the title of a pamphlet which is a reprint from the ninth annual report of the Canadian Commission of Conservation. The author is Sir Clifford Sifton, chairman of the Commission. The wider distribution of this interesting and valuable report, made possible in its reprinted and detached form, is to be commended.

Trading With the Enemy.—Enemy trading list, issued by the War Trade Board of the United States of America.

This is the No. 1 of a series of publications issued by the U.S.A. War Trade Board. It lists the names, by countries, of enemy firms with whom U.S.A. traders may not do business. Also the preface is informative and explanatory.

THE PASSING OF THE "W.A.P."

UNDER the heading "The Passing of the W. A. P." the Saskatoon *Daily Star* says editorially in its issue of February 1:

Actually, the Western Associated Press passed out of existence some time ago, when the new Canadian Press, Limited, took over the business of supplying news to the papers of Canada, from coast to coast. But this week has seen the last rites administered to the association, at a meeting held in Calgary, and the occasion is fitting to pay some little tribute to the organization that blazed the way in Canada for the largest system now in control of news gathering and distribution.

The Western Associated Press, generally known as the W.A.P., and by the operators and newspapermen of the West familiarly termed "the Wop," was an association that has rendered creditable service. It was a co-operative news-gathering and distributing system, serving practically all the daily newspapers in Western Canada, from the head of the lakes to the Pacific Coast. It was organized 10 years ago by the Western publishers and carried on, despite difficulties, without a break in its service.

The W. A. P. was thoroughly co-operative. Each publisher had an interest in gathering news for it as much as in receiving news from it. It was founded on the same principles which govern the operation of the great Associated Press in the United States, and, as stated before, it blazed the way in Canada along this line, achieved its purpose, and dies now because its purpose has been achieved. It came into existence as a first effort of the publishers of the West to get together to solve their common problems, and so successful was it in this endeavor that the same basis of organization has been adopted for the National News Service, the Canadian Press, Limited, which is now supplying news to every daily paper of importance from Halifax to Vancouver Island. The national organization was the natural outcome of the successful operation of the W.A.P. and it is not without certain proper pride that the Western publishers have surrendered their organization into the bigger permanent organization that covers the whole country.

Not many people in the West have appreciated the efforts which have been necessary to supply with news high-class newspapers which they receive into their homes. There is a stretch of territory along the north shore of Lake Superior which cannot be for a long time to come a source of revenue for a press telegraph wire. Because of it the Western newspapers have been practically 1,000 miles from their source of news, and that meant heavy expenses, which increased with the amount of news the papers desired. Without thorough co-operation it would have been impossible for the publishers to bridge that gap. Through the W.A.P., however, this co-operation was effected and the Western papers supplied with a quantity of Eastern Canada and British news that was a source of pride to their publishers.

With the new and greater national service a further step in this direction is taken. It is now an all-Canadian news service, and as such, of course, thoroughly desirable. But the Western publishers can be pardoned if it was with some regret that they interred the old familiar "Wop" at the Calgary meeting this week, for it did notable work.

E. H. MACKLIN HONORED

E. H. MACKLIN, general manager of the Manitoba *Free Press*, and to whose energy and foresight the reading public of the North and West owe much for the modern telegraph and cable services which Western Canadian newspapers enjoy today, was honored last month by a gathering of Western newspaper publishers at Calgary when he was presented with a service of silver plate and an address, read by J. H. Woods, of the Calgary *Herald*, expressing the appreciation of Western publishers for Mr. Macklin's splendid endeavors on behalf of the daily newspapers of that important part of the Dominion.

Since the formation of the Western Associated Press in August, 1907, Mr. Macklin has occupied the positions first of treasurer and then of president.

E. F. Slack, of the Montreal *Gazette*, president of the Canadian Press, Limited, travelled all the way from Montreal to do particular honor to Mr. Macklin, who, he said, might well be regarded in the newspaper history of Canada as the pioneer in the great co-operative movement of the daily newspapers, which so happily had merited and received the support of the Dominion government.

In addition to the above named, among newspaper men present were: W. F. Herman, Saskatoon *Star;* J. Cruickshank, Regina *Post;* Burford Hooke and W. F. Kerr, Regina *Leader;* W. G. Cates, Moose Jaw *News;* Thomas Miller, Moose Jaw *Times;* A. J. N. Terril, Medicine Hat *News;* W. A. Buchanan, Lethbridge *Herald;* M. J. Hutchinson, Edmonton *Bulletin;* M. R. Jennings, Edmonton *Journal;* John Nelson, Vancouver *World;* F. J. Burde, Vancouver *Province;* G. R. Hughes, Victoria *Times;* J. Cairns, Calgary *Herald;* C. A. Hayden and G. M. Thompson, Calgary *News-Telegraph;* W. M. Davidson, Calgary *Albertan*, and J. F. B. Livesay, manager and secretary of the Western extension of Canadian Press, Limited.

THEIR OWN DISTRIBUTORS

A BOYCOTT declared by newsdealers and newsboys against the New York and Brooklyn newspapers following the raising of prices to two cents, has resulted in the publishers deciding to take the selling and distribution of papers into their own hands.

They incorporated in Albany on January 31 the United Newspaper Delivery Company, which is to have for its business the purchase, sale and delivery of newspapers, magazines, periodicals, books and other news-stand merchandise; to establish and maintain stores, stations and stands and to carry on a general business connected therewith.

Incorporators of the company and its directors for the first year are Don Seitz, of the *World;* Louis Wiley, of the *Times;* Frank B. Flaherty, of the *Herald;* Bradford Merrill, of the *American;* Ervin Wardman, of the *Sun;* G. Vernor Rogers, of the *Tribune;* George H. Larke, of the *Evening Mail;* Arthur B. Chivers, of the *Globe;* Victor Ridder, of the *Staats-Zeitung.*

PUBLISHERS SCORED

THERE is not a single daily paper in the Dominion, says the *Pulp and Paper Magazine*, that, while shouting incessantly for economy and conservation, has made any well defined effort to save on newsprint. The big Saturday editions still appear with so many pages of matter, all and sundry that a reader perusing steadily for twenty-four hours could not pretend to cover more than half of the miscellaneous topics within the pages. Twenty and thirty-page issues appear on several days of the week when twelve or fourteen should be sufficient. Advertising has not fallen off, the public pay 100 per cent. more for their copies, publicity rates have gone up from 33 1-3 to 60 per cent., and yet the cry resounds that the press cannot stand the pressure of a fair price for newsprint. Why not, pray? If the earnings of some of the big dailies in Toronto, Montreal and Winnipeg were put under a searchlight, a story might be told that, proportionate to investment, would put the dividends of paper companies completely in the shade.

Then, in the bigger cities, there are from four to six papers serving the community where two or three would be ample. There is no overlapping in the newsprint line the same as there is in the journalistic realm.

VISCOUNT NORTHCLIFFE

ALL the year round he takes care of himself like an athlete. He is fifty-two now, and as hard as nails. He goes to bed every night at nine o'clock, and is up promptly in the morning at six. And from that moment to the end of the day he is constantly on the move, says the Arkansas *Gazette.*

In 1899 Lord Northcliffe—plain Alfred Harmsworth then—drew up a series of rules for his own success:

Concentrate your energies, and work hard.

Launch out in new experiments.

Never be afraid to have the courage of your opinions.

Fix the lines you want to travel along, and keep on them.

That's all.

At sixteen he went to London. The papers were full of the new process for making cheap paper from wood-pulp. Harmsworth figured that all of the then existing publications were edited for a comparatively few people, never reaching the masses at all. At twenty-one he launched a weekly paper called *Answers*, printed on cheap paper and filled with short articles. It would never go, people said: it was too strange, too different. Yet some years later Harmsworth sold it for $6,000,000.

When he bought the *Daily Mail* he threw out the former system of paying reporters for the amount of space they filled. Instead he paid the highest rate to the man who could get a big story into small space. It was to be a "tabloid" paper.

* * *

The statement in the foregoing about going to bed every night at 9 o'clock is fiction, also nonsense.

Once the present editor of PRINTER AND PUBLISHER, when he was on the staff of the London *Daily Mail*, was sent for by "The Chief," whom he found in bed at mid-day. "You see how the idle rich spend their time," was the greeting given, followed by, "This is a pleasant way for a man to spend his birthday." It was Lord Northcliffe's forty-fifth birthday.

However, the Arkansas *Gazette's* article is interesting, if not accurate, and perhaps it contains enough of truth to make it worth while to pass it on. The rules for success are sound, and this is the main thing.

PUBLISHERS' DOINGS

The Edmonton *Bulletin* is putting on a voting contest to increase circulation.

The London *Free Press* is publishing serially "Face to Face with Kaiserism," Ambassador Gerard's second book.

The Brandon *Daily Sun* ran two pages of advertising on different dates on the Phone Number Memory Test idea.

The Camrose *Canadian* has 2,531 paid subscribers. In a recent issue it published a map showing how this circulation was distributed.

The Toronto *Mail and Empire* broke into advertising in its own and other papers, the occasion being the publication, in serial form, of Trotzky's book, "The Bolsheviki and World Peace."

Beginning January 21st, the *Mail and Empire*, Toronto, became an 8-column paper. The width of the column was reduced from 13 to 12½ ems; the length of the column—20 inches—remains unchanged.

The Toronto *Globe* has been running in its own columns and in other newspapers a fine series of advertisements interpreting the *Globe* as a newspaper. The series is well conceived, the illustrations striking, the copy excellent, and the size of space used adequate.

Shortly after the inauguration of the Victory Loan campaign, the Halifax *Daily Echo* offered a prize of a fifty dollar Victory Loan Bond to the person who would most correctly estimate Nova Scotia's contribution. Thousands of estimates were received from all over the province.

The Regina *Morning Leader* announces the additional to its advertising staff of A. E. Ford, formerly of the Winnipeg *Telegram;* H. Saul, formerly of the Manitoba *Free Press;* F. R. Munro, formerly Winnipeg representative for MacLean Publishing Co.

Beginning January 8 and during the balance of the cold spell, the morning edition of the St. Catharines *Standard* will not be issued; during such time the subscribers on that section of the mailing list will be served with the regular afternoon edition.

The Regina *Leader* turned a local misadventure into money in a very useful way. A fire had destroyed a business block. In the issue announcing the fire, the *Leader* assembled a number of advertisements of insurance companies. It was quick work, but praiseworthy.

The Thamesville *Herald* publishes on its first page a boxed feature, entitled The Merchant's Corner. The text is whip-up stuff about merchants and merchandising, and is designed to promote a belief in and use of advertising on the part of local retailers. This is an idea for other's to adopt.

The Regina *Leader*, in its issue of January 1, developed a page of special advertising on "Resolved, that we, the buying public of Regina and vicinity, will shop at the stores that advertise during the coming year." Then followed the announcement of many local stores, in small space. The page was in two colors.

The Regina *Leader's* issue of January 7 was devoted very largely to motoring. One aim was to boost Regina as a distribution centre for Saskatchewan. Many special and useful articles were a feature of the special section given up to motoring affairs and advertising. The advertising carried was abundant and in large spaces.

ENTERS MILITARY WORK

W. E. McTAGGART, who recently resigned the position of circulation manager of the *Grain Growers' Guide*, Winnipeg, Man., to enter Y. M. C. A. military work, has been rejected by the army medical board for service.

W. E. McTAGGART

A widely known Western newspaper man, who recently resigned the circulation managership of the *Grain Growers' Guide*, Winnipeg, to enter Y.M.C.A. military work. He expects to go overseas shortly.

Before going with the *Grain Growers' Guide*, Mr. McTaggart was fruit markets commissioner with the British Columbia government and had offices in Calgary, from which he conducted the advertising campaigns of the British Columbia fruit growers during 1915 and 1916.

Mr. McTaggart had his early training on the Vancouver *Province*, having been connected with the newspaper since his school days. He was acting secretary of the newly organized Western Canada Circulation Managers' Association and was prominent in the preliminary organization.

PRINTER AND PUBLISHER is indebted to Mr. McTaggart for many news items contributed over a period of several years and other contributions.

MARITIME PUBLISHERS MEET

REPRESENTATIVES of most of the Maritime Provinces daily newspapers met in Halifax on January 24 to discuss matters relating to the news services and other affairs affecting their interests.

C. C. Blackadar, of the Halifax *Recorder*, presided, and others present included G. Fred. Pearson, Halifax *Chronicle;* E. W. McCready, *Telegraph and Times;* F. B. Ellis, *Globe*, and H. V. McKinnon, *Standard*, St. John; P. D. Macneil, *Post*, and E. L. Coleman *Record*, Sydney; R. Macdonald, *Patriot;* J. H. Burnett, *Guardian*, and A. L. Cotton, *Examiner*, Charlottetown; J. T. Hawke, *Transcript*, Moncton, and J. MacDonald, *Gazette*, Glace Bay.

A resolution was adopted requesting Premier Borden, Hon. A. K. MacLean and Hon. F. B. Carvell, the three Maritime Province members of the cabinet, to arrange that J. M. Imrie, manager of the Canadian Press Association, and representative publishers should be heard by the full cabinet council before any action is taken on the Pringle report which recommends an increase of thirty-five cents in the price of newsprint. This course was urged instead of the plan to deal with the matter through a committee of the cabinet. Copies of the resolution were ordered forwarded to the three ministers.

Matters relating to the news service for the Prince Edward Island papers were discussed. Owing to the cost of cabling, the island papers are unable to take the full service and this service had been interrupted. A committee was appointed to take up the matter with the Canadian Press Association with a view to arranging a renewal of the service.

An opportunity to view the ruins left by the recent explosion and the work of reconstruction was arranged by the Halifax members and, later, a resolution was adopted thanking them for this courtesy. A resolution also was adopted expressing the appreciation and admiration of the members for the work of the various relief and reconstruction committees.

Since the Canadian Press Association has taken over the arrangements for the news service for the lower provinces, the Eastern Press Association has been relieved of its chief responsibility, but it was decided to continue the organization to deal with matters of mutual concern. The former officers were re-elected as follows: Pres., C. C. Blackadar, Halifax; Vice-president, H. V. McKinnon, St. John; Secretary, G. Fred. Pearson, Halifax.

BROCKVILLE NEWSPAPER MERGER

THE Brockville *Times* has merged with the *Recorder*, and one daily newspaper will serve the community. The pressure of war conditions probably has had something to do with the consolidation of the rival interests, although the *Times* is understood to have earned 14 per cent. on its capital last year. So says the Toronto *News*.

The Brockville *Recorder*, which absorbs the *Times*, is one of the oldest papers along the St. Lawrence, having been founded in 1820 by a man named Beach. In 1823 it was taken over by William Buell, who remained in charge until 1849, when a partnership was formed by Wylie and Sutton. They held the fort until the arrival of Hon. George P. Graham in1893, fresh from the Ottawa *Free Press*, and the House of Commons Gallery. It is understood that Mr. Graham will be the president of the new company.

The *Times*, which was established in 1882, steadily maintained a reputation for liveliness and energy. It was ardently Conservative. It played an important role in a score of political contests. It gave no quarter and asked for none. The vigor and ability of its proprietor and editor, A. T. Wilgress, gave it a much stronger hold on the community than that possessed by its older rival. Mr. Wilgress' removal to Toronto as King's Printer, made the amalgamation possible.

Speaking for the two papers, the *Recorder* said editorially: "It is just as well to admit at once that this marriage is not based on love, but is for money and the betterment of conditions. Brockville is a wonderful town—none better—but a

town this size does not afford sufficient business, particularly under war conditions, to support two live dailies such as the *Recorder* and *Times* have been. Both might continue to exist, neither would really live. The tendency for years past in towns and smaller cities has been toward amalgamation of smaller dailies into stronger publications, and this has proven a benefit not only to the publishers but to the public also. Port Arthur, Fort William, Galt, Woodstock, Windsor, Sarnia and others have become one paper towns, and the owners of the *Recorder* and *Times* have decided to place Brockville in the list."

HALIFAX SPECIAL ISSUES

THE Halifax *Morning Chronicle* produced a special New Year edition of 32 pages despite the gloom of the recent catastrophe. A joyful and prosperous New Year was the wish extended to local dwellers by numerous advertisers who bought space to carry their greetings and expressions of goodwill. Elsewhere in the paper were messages of sympathy from outsiders to stricken Halifax. The literary and feature contents of this issue were commendably good. A striking feature was a selection of extracts from "The New World's" first newspaper, *The Nova Scotia Gazette*, established in 1752, compiled by H. W. Hewitt. The Governor of Massachusetts, sent per the *Chronicle*, a New Year message of good cheer and hope. The great disaster inspired many specially contributed articles. Of the "Knights of the Press" so contributing, the *Chronicle* said editorially:

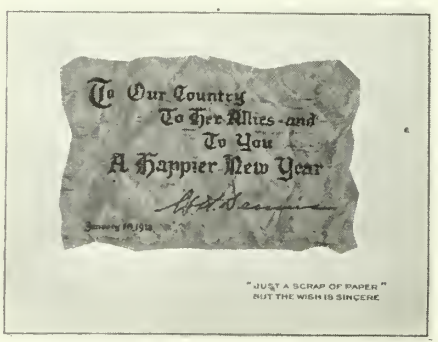
"In particularly we want to express our thanks to three gentlemen of the press, who were the first outside correspondents to reach Halifax after the disaster. Mr. R. W. Simpson, day editor of the Associated Press at Boston, was the first to reach Halifax. He accompanied the Boston relief party, and for more than a week was constantly on duty sending to the outside world vivid stories of the scenes in Halifax, which were a most potent influence in enlisting sympathy for our bereaved and stricken city, which swept over the continent and the world in a great wave of generosity. Mr. Simpson was followed by Mr. Wilfrid E. Playfair of the Montreal *Star*, and Mr. George Macdonald, superintendent of the Canadian Press, both of whom for several days told the people of Canada, in graphic despatches, the story of the appalling disaster which had overwhelmed this community. In response to our requests these three gentlemen have written for this edition their impressions of Halifax in those dreadful days. As with one accord they particularize and emphasize the splendid spirit of fortitude and courage with which the people of Halifax bore an unparalleled ordeal. All of them had already placed Halifax under a heavy debt of gratitude for the services they so freely and enthusiastically rendered, and the fine appreciations they have now written will place us under a new obligation to them. In the name of Halifax we thank them."

The Halifax *Herald's* New Year's issue went to 40 pages, and was a fine achievement. It featured Nova Scotia and Halifax prominently in the form of special contributions. It seems too bad that such excellent material as was provided by the *Herald* in this issue, relating to Nova Scotia's industries, accomplishments, history and life should not have more permanent form that is provided by a newspaper.

Newspaper publishers frequently do an invaluable work in the preparation of special articles on special themes, and one laments that there is not some way by which these articles may be given wider distribution in book form. Some day many of the good articles so published may be reprinted and made available to the historian everywhere.

HALIFAX HERALD

FROM the Halifax *Herald* and *Mail* has been received a very attractive Desk Daily Memo Book. The binding is red leather. Every page carries at the foot some fact or sentiment relating to the Halifax *Herald* and *Mail*, and to the field served. As a form of advertising and as a good-will maker, this publication is to be commended, as is, also, the enterprise of the publishers. W. H. Dennis, business manager of these two publications, is one of the livest and most courageous men in the Canadian publishing world. He has a notable record as a business producer. Since the Halifax disaster—even on the very day of its occurrence—Mr. Dennis has been most aggressive in making his twin-papers known to advertisers, with the desired results.



STRIKING NEW YEAR'S CARD.
Sent out by W. H. Dennis, business manager of the Halifax *Mail*. The "scrap of paper" was tipped on a stiff card which was die-sunk to receive it.

The label on the box enclosing the Desk Memo Book had printed, as a top line, the words, "This package was delayed by the explosion." The label said, "From Halifax, the Gateway of Canada."

The publishers of Halifax are doing much to retrieve the fortunes of their city, and to promote the realization of the "New and Greater Halifax," which their vision has conceived.

SPELLING BEE

THE fourth *Free Press* Spelling Bee, conducted by the Winnipeg *Free Press*, is already in progress. The words which are used in initial competitions are limited to those contained in the readers and spelling books in Grades 4, 5 and 6. In most cases the representative of each inspectoral district at the final contest in Winnipeg, which will be held this year on February 27 and 28, will be determined by a contest conducted by the inspector for the district in conjunction with the local School Trustees' Association between the winners from each of the municipalities of the district.

The final contest on February 27 and 28 will be conducted by means of a list of words authorized by the committee and taken from the readers and spelling books used in all grades up to and including Grade 8 and from the prose literature, "Birds and Bees" and "Rip Van Winkle." It is anticipated that the first stage of the contest will take place on the afternoon of Wednesday, February 27, and that the total number of 70 contestants will be reduced in this competition to about 35. The remainder of the contest will be conducted in public on the afternoon of the following day. The winner of the final contest will receive a gold medal, suitably engraved. Others will receive silver medals.

Contestants who come to Winnipeg from a distance will be brought in in care of the School Trustees' Association and will be entertained by the *Free Press* during their stay in the city.

This idea of the Winnipeg *Free Press* is a most excellent one, and the publishers are to be complimented on their enterprise and on the good idea.

A.B.C. SPECIAL MEETING

AT THE special meeting of the Audit Bureau of Circulations held in Chicago on January 4 two matters vitally affecting newspaper publishers were taken up.

The first was the passage of an amendment to the by-laws of the A.B.C. regarding the publicity of reports, which permits a restricted use of Audit Bureau figures, but an improvement as far as publishers are concerned upon the recent proposition to limit the use of the A.B.C. report for publicity purposes.

The other matter, and the one that engaged the principal attention of the delegates, was a proposal to a marked increase in the price which newspapers and other publications must pay for A.B.C. service. After much jockeying back and forth, this proposal was defeated, but will be submitted to a mail vote of all members of the A.B.C. to be effective as of January 1, 1918, in case the referendum favors the adoption of the plan.

Aside from these two chief matters of business, about the only other thing considered was the proposed affiliation of the Association of National Advertisers with the A.B.C., which was declined by the Audit Bureau.

On the matter of the manner of using the A.B.C. figures in stating circulations a compromise was reached, and the amendment which was adopted now provides against the partial and promiscuous use of excerpts from the audit reports, but permits the publication of the entire report, or the first page of the A.B.C. audit and a showing of these circulation facts: Total city, suburban and country circulation: total net paid, total unpaid and total distribution.

The newspaper using the A.B.C. report may give only the figures as apply to his own publication.

HAMILTON PRESSMEN

NO agreement has yet been come to between the Typographical and Pressmen's Unions and the Master's Guild, of Hamilton. The old agreement expired on January 1 and the reason that nothing has been done since the employers' terms were received is owing to a misunderstanding. The masters are expecting to hear from the men, and the men state that they were expecting to hear from the employers

Printer & Publisher

Published on the First Wednesday of Each Month.

WM. POWELL - - - Business Manager
JOHN C. KIRKWOOD - - - - Editor

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DAILY NEWSPAPERS ADVERTISE

ONE of the interesting developments in Canadian newspaperdom is the employment of publicity by newspapers to make themselves and features better known and appreciated. The Toronto *Globe*, the Toronto *Mail and Empire* and the Toronto *Daily Star* have been conducting advertising campaigns in their own newspapers and in other newspapers with a view to extending their circulations and esteem. One hopes that the venturing will be rewardful.

Outside Toronto, it is no uncommon thing to see Canadian publishers advertising in their own columns; it is a much rarer thing to see Canadian daily newspapers use the mediums of other publishers. One hopes earnestly that publishers as a class will soon become generous advertisers in their own and others' newspapers, to advertise themselves and to advertise advertising.

THE CREATION OF ADVERTISING

THE Rainy River *Gazette* printed in a recent issue a very good two-column article on how to prepare advertising copy for a country newspaper. It is to be hoped that this article is but one of a series on the same general subject to appear in this newspaper.

This is an idea which other country newspapers can follow. Indeed, hundreds upon hundreds of country weeklies ought to devote considerable space regularly to the subject of advertising—this to develop advertising faith and practice on the part of their local merchants. The sowing of much seed would in due time bring forth desired fruit—fruit that the publisher can use to buy farms, motor cars, houses, railway tickets to Florida and California, bonds and other possessions of a good sort. (We assume that a publisher never has any debts or mortgages to be paid off. Using good funds for such a purpose would be a painful use of money derived from the sale of white space).

Some of the subjects that could be dealt with are:—

The limitations of advertising.

The advantages of the written over the spoken word.

Advertising as an economic distribution factor.

The forms and varieties of advertisements.

Essential qualities of advertising copy.

Varieties of advertising copy—reason why, human interest, story form.

Copy as affected by display.

The place of pictures in advertising

The function of the newspaper.

Writing the copy.

From the foregoing it will be perceived that the subject of advertising has many divisions, and that it can be made most interesting to both prospective advertisers and the general public. The interesting of the public in advertising is quite as much worth while as the interesting of retailers, for when the consuming public is made interested in advertising as a form of selling endeavor, it will be responsive to advertising.

The average publisher of a country weekly is, of course, quite unable to prepare a series of good articles on the subject of advertising, just as he is probably unable to make a pair of boots or make a typewriter; but he can buy a series of articles if he wants very much to publish articles on advertising just as he buys his boots, clothes and other things desirable and useful.

Publishers of to-morrow will do many things that publishers of to-day should be doing, and would be doing if they could see that the way most good things in the world are obtained is an illustration of the paradox, "Getting is Giving."

CONCERNING PRINTING PRICES

ELSEWHERE in this issue of PRINTER AND PUBLISHER is a letter from Henry Upton, President of the Dominion Press, Montreal—a reply to a letter which appeared in our January issue from a correspondent, and which flung a stone or two at Mr. Upton and his contribution in our December issue.

Mr. Upton's contribution in December was a very candid statement of printing costs in his own business, which costs, according to his showing, were very much lower than those proposed, in a contribution to the August issue of PRINTER AND PUBLISHER, by F. M. Kimbark, President of Business Systems, Toronto. PRINTER AND PUBLISHER gladly gave Mr. Upton an equal chance to state his views with others who hold contrary views — this because PRINTER AND PUBLISHER is a newspaper, not an organ.

A correspondent—indeed, more than one—regretted that publicity had been given to Mr. Upton's article on the subject of his hour prices, expressing the view that what good work had been done by articles contributed by Mr. Kimbark and W. W. Southam, of Montreal, had been undone. With this view we do not hold.

PRINTER AND PUBLISHER'S declared position is that the printers of Canada as a class should be getting higher prices than they are for their work. Many efficiently organized and conducted printing plants are getting right prices; many—the majority—of printing plants are most certainly not getting right prices; and many printing plants are virtually, if not avowedly, price-cutting, and so are condemnable.

PRINTER AND PUBLISHER'S stand is that printers should know fully their costs, and should always quote to recover these costs, plus a net profit. Costs in different establishments and in different localities will vary; and it may be difficult to standardize prices, because of the factor of competition. PRINTER AND PUBLISHER has urged that printers should carry on, individually and collectively, an educational campaign to acquaint consumers with the higher cost of good printing, and to persuade buyers of printing to pay right prices. PRINTER AND PUBLISHER has set its face against the "shopping" tendencies of buyers and against the practice of price-cutting; and has consistently advocated the idea that printers should get a sufficient price for their work, by which is meant a price which recovers all legitimate costs plus an adequate net profit.

But PRINTER AND PUBLISHER sees nothing wrong in opening its columns to the communications or contributions of intelligent men who may not see eye to eye with other contributors or with the editor, so long as the proffered communication or contribution is an expression of honestly-held views. It would be a flagrant violation of editorial ethics and accepted practice if PRINTER AND PUBLISHER should refuse to publish material of a proper sort, responsibility for whose authorship and sincerity is accepted by a reputable firm or individual, even though identity may be masked by anonymity. But PRINTER AND PUBLISHER'S columns are never open to vindictive or venomous or pernicious correspondence.

PRINTER AND PUBLISHER views with approval the efforts made by Mr. Kimbark and Mr. Southam to have the printers of Canada obtain right prices — usually higher prices—for their service. Printers as a class are working far too cheaply and, if they knew the truth about their business, they would find, many of them, the explanation of their practical insolvency. It is known that 90% of all men engaged in business derive no profit whatsoever from their year's effort. It is known that 95% of all who fail do business on a capital of $5,000 or less. It is known that of those who fail 75% fail for personal causes — therefore correctable causes. Printers as a class are among the poorest of business men—for no good reason. They perform a service of real value to their local communities, and are real and essential factors in the affairs of trade and commerce. PRINTER AND PUBLISHER believes that this world would be richer and better and happier if its printers were as prosperous and aggressive as they should be, and as many are. It would be an easy matter to make out that the business of the printer-publisher is almost a divine calling.

Canadian printers as a class need to know their costs, and when they know

these correctly and fully, they will get, of necessity, higher prices for their work; and they will, many of them, emerge from their present state of practical insolvency, obscurity, humility and low social esteem, into positions of power, with prosperity added.

But a good cost system alone won't make any printer rich. To it must be added selling energy, first-class salesmanship, good management and thrift. Salesmanship, energy, good management and thrift without a cost system are making some printers prosperous, but when a good cost system is an added factor, then greater prosperity and ability to give good service are assured.

Just this last word: The buyers of printing, in the last analysis, want this product and service which is theirs in good measure when the printer is getting a right price, which includes a net profit, for his work, which means that printers who go out to build their business on the basis of right prices do not need to fear the buyer or the menace of the price-cutter.

DEVELOPMENT OF LOCAL ADVERTISING

THE matter of developing interest of local business men in the local weekly as an advertising medium would seem to be occupying the minds of many publishers, if the correspondence received by PRINTER AND PUBLISHER is to be regarded as an index. In this connection the extracts following from an editorial in the Cabri (Sask.) *Clarion* will be read with attention by many other publishers. The letter on the subject of the editorial from James Pennie, one of the proprietors of the Cabri *Clarion,* is particularly interesting. Mr. Pennie says:

"Throughout the district in which the *Clarion* circulates over five hundred dollars are sent daily to swell the coffers of the mail-order houses. How we have arrived at these figures is nobody's business, 'tis nevertheless a fact. This is certainly not as it should be. Any local business man knows that such conditions should not exist. The mere fact that the purchaser from a mail-order house endeavors to hide the transaction as much as possible goes to show that it is wrong. But are the business men of this district doing their utmost to cope with this serious situation? We think not.

"In many ways we are proud of our business men. For up-to-date methods used in their efforts to serve the public, the storekeepers of Cabri are hard to beat. It certainly cannot be laid at their doors that they do not advertise. But do they get the best results from the newspaper space which they purchase? Again we think not. The fault lies entirely with themselves. We venture to say that the majority of our business men fail to take full advantage of their advertising space.

"In the first place an ad. should be changed regularly—every week in fact. This is often neglected. The storekeeper may consider himself too busy, but it is hardly reasonable to believe that an advertiser can be too busy to neglect that which is vital to his own interests—namely his advertising.

"Then, again, when a change is made it is generally hurriedly done "just to get it over with." Frequently this change is left for the printer to make, but, no matter how intelligent that individual may be, he cannot possibly be expected to know what the advertiser wishes to lay before his readers. Advertising space costs money—every inch of it—and some advertisers may as well throw their money in the gutter for all the good it accomplishes in trying to keep money at home, where it rightfully belongs.

"We do not wish to dictate as to how any man should conduct his particular business. The *Clarion* simply wishes to be of more service to its advertisers and consequently to its readers, hence this article. We would suggest that more time be given to the compiling of an ad. Little, if anything, is gained by hurrying.

"Mr. Storekeeper, there is a weapon at your own door with which you may cripple the mail-order house. Use it. The *Clarion* will help you."

If more publishers "put it up to" their local merchants in this bold way, the sorry tale that many of them have to tell would not be told. If a newspaper is good for the publicity of business men, it ought to be good for the publicity of its publishers.

WHOSE FAULT IS IT?

THE Scott (Sask.) *Herald* has been published for a year under the editorship and proprietorship of T. Woodside Campbell. In a stock-taking editorial, the publisher says as follows:

"It is with regret that we are compelled to admit that we have not been able to secure the co-operation of the business men to any appreciable extent, and in that respect at least, our year's labor appears to have been wasted, and we must acknowledge complete failure.

"One year ago the revenue from local sources was fifty per cent. greater than it is at the present time, when it is barely sufficient to cover costs of operation, leaving out of consideration the making of a living. It only through a considerable amount of business from other sources that we have been enabled to continue in business, and we should hardly need to point out that this is not a desirable state of affairs, either from the point of view of the newspaper or that of the local business man. The paper which receives so little support at home that in order to exist it must accept business outside, cannot in the very nature of things have the same enthusiasm for the community in which it circulates, as one which receives substantial backing from its constituents.

"We have done what we could during the past year to keep our town in the public eye, but now we have reached a point where we can do no more without the co-operation of others. It is now for the business men of this town to say whether or not there is to be a change or not.

"We are constituted much like others, under the necessity of eating and drinking and requiring shelter from the cold of winter. In order to secure these necessities it is necessary to have a larger measure of support from the local business men than we have had in the past. If that is not forthcoming, we are quite prepared to give up the struggle, which has been a trying one, and to seek some other field of endeavor.

"Business men of Scott, we put the issue up to you:—Do you want the *Herald* to continue publication in the future? If so you will have to give it more support than you have been doing hitherto; if not, it is only necessary to do nothing more, and it is a question of a very short time till it dies of inanition.

"Which is it to be?"

PRINTER AND PUBLISHER is not informed to what extent the Scott *Herald* has been "sold" to local business men as an advertising medium, but it is to be observed, in a general way, that advertising must be solicited with all diligence, and local retailers educated, if advertising is to result.

Many a publisher relies on the fact that he is producing a first-class local paper for the co-operation of the local business men. He says in effect: "We're serving you faithfully, creditably; we're about to pass the hat, and we count on you putting in enough cash to pay us for what we have done."

This is quite a wrong attitude and method. If John Wanamaker or any other great merchant said: "I've provided the finest store and service this community has ever had, therefore I count on your giving me your custom, and enough of it to pay me for all expenses, and a little more;" then John Wanamaker, or any other merchant, would soon have to close up shop. John Wanamaker's success from the beginning is explained by the fact that he was and is a great salesman; he compels, by aggressive solicitation, the public to buy his merchandise in sufficient numbers and quantities to provide him with all the money he requires.

Merit alone, unpushed, unenergized, does not always get desired recognition. Behind merit must be self-pushing and salesmanship.

Many publishers of country weeklies are in the same boat as Mr. Campbell of the Scott *Herald* finds himself in—a sinking boat because local retailers won't assist to keep the boat afloat. Many a local retail store sinks into oblivion or fails because its proprietor neglected to be aggressive—neglected, perhaps to advertise. The proprietor may have been a *** Christian, fit to be an angel; he may have kept a really superior stock; he may have had a fine store, and given a good service, but unless aggressive salesmanship went along with other things, he had no right to expect a widening of his circle of customers.

When we buy newspapers from newsboys, the boy we wish to take a paper from is the one who jumps towards us, all eagerness to serve. He may be dirty and ragged and profane, with criminal tendencies, but he is the boy we favor rather than the placid, white-collared, neat boy who makes no move in our direction, and who shows no animation or eagerness to make a sale.

PRINTER AND PUBLISHER hears frequently of publishers of country weeklies complaining that their local retailers do not and will not advertise. But there are two sides to most questions, and if the merchants be asked by an outsider, "Why don't you use your local paper," some may say, "We've never been asked to advertise in it," or "We've never been convinced that we should advertise in it."

Not mere merit or virtue, not mere ability, not the production of a good newspaper; not these things alone are enough. The big thing is salesmanship. Salesmanship will get business for a poor newspaper, and the good salesman gets ahead, as he should.

SHOULD RICHES FOLLOW?

AN Ontario newspaper publisher announces that in addition to carrying stationery, he is carrying grafonolas, records and supplies, sewing machines, poultry supplies, stock tonics, etc.

HENRY UPTON REPLIES

The Editor,

As a rule letters to which the writer is ashamed to append his name are unworthy of notice. The letter of "A Printer" is so obviously absurd, however, that I feel it would not be right to allow the matter to rest where he leaves it. He begins by saying:

"It is common knowledge in this city that Mr. Upton's company secured a defunct plant worth $25,000 for $12,000."

It would be interesting to know how "A Printer," and the others for whom he speaks, arrive at this conclusion, which, evidently, has no sounder basis than some of the ridiculous quotations for printing with which, day in and day out we are confronted.

The "defunct plant" referred to was accommodated in a flat 20 ft. x 80 ft., and how $25,000 worth of machinery could be placed, much less operated, in so circumscribed an area, is a conundrum the solution of which would tax the ingenuity of one abler than I. As a matter of fact the plant in question was inventoried by the liquidator at $4,347.09, while its actual value, when appraised in my behalf by a well known machinery expert, proved to be $3,728.30. It goes without saying that in the light of this information I did not pay $12,000 therefor, and it is equally obvious that it was not possible for me to acquire it at $13,000 less than its value. To put "A Printer" and his friends right upon this point I do not mind acknowledging that, out of consideration for the original owner, I took the plant over at book value, and that the difference, viz., $618.79, has since been charged up to this company's depreciation account.

If "A Printer" could only be prevailed upon to quit jumping at conclusions and to pay less attention to hearsay or "common knowledge," as he terms it, he would find the road to fair prices much less tortuous. In the meantime the exercise of that restraint which prompted him to refrain from criticising my bookkeeping and cost methods, while it might deprive your readers of some amusement, would have prevented him from making himself ridiculous in other directions.

With regard to the statement that:

"there is not a city in America where presses are operated at the prices Mr. Upton's figures seem to show."

If this be true how would "A Printer" account for the fact that fully 80 per cent. of the jobs estimated by this company go to competitors at prices lower than we can afford to quote? We have occasion from time to time to send out press work and ruling to other printers, and have no difficulty in getting such work done at a rate of 50 cents per hour below the scale adopted by this company. "A Printer" probably will continue to occupy his fool's paradise rather than verify this statement, but if I misjudge him in this regard you need have no hesitancy in assuring him that the proof is at his disposal whenever he cares to examine it.

In my previous letter I gave facts and figures in the hope that if there was anything wrong with them they would be criticised, inasmuch as we all have something to learn. If those who disagree with me will give their own results as fully and as frankly as I have given mine, it will be a simple matter to put the finger on what is really wrong. I am open to conviction, but, in the meantime the fact that I am making a substantial profit, and that this profit is not merely on paper but in cold cash, should have some weight with your readers.

Printers, like everyone else, are entitled to a fair return on their investment and labor. The public, however, should not be expected to pay for extravagance, mismanagement or incompetence, and this, in my opinion, is where the trouble lies with those who persist in asserting that my prices are grossly inadequate.

HENRY UPTON,
President, Dominion Press, Ltd.

Montreal, January 28, 1918.

SAVING IN PRINTING

IT IS expected that a saving in printing will be effected this year by the Federal Government of from a quarter of a million to a half million dollars. Last fall an Editorial Board was created consisting of Fred Cook, assistant King's Printer; F. C. T. O'Hara, Deputy Minister of Trade and Commerce, and F. C. Lynch, of the Department of the Interior. This board has made five reports to Cabinet Council recommending the elimination of unnecessary reports and economies which will probably total one hundred thousand dollars more. The Editorial Board has only started its work and by the time it gets through wielding the axe it is possible that the saving to the country may total a half million dollars.

Much of the credit of the present economy is due to Col. John A. Currie, the member for South Simcoe. Col. Currie was chairman of the Printing Committee of Parliament and for the past few years has strongly advocated that the waste and extravagance in the publication of blue books be eliminated. Last session the committee made a report to the Government advocating the appointment of an Editorial Board with full powers to go into the whole matter of printing reports and to refuse the publication of unnecessary reports.

The effective suggestion of the committee was in the following terms:

"The most effective way to bring about economies in Canadian Parliamentary and departmental printing is, in the opinion of the committee, to create an Editorial Board of three members of the Civil Service, thoroughly conversant with public affairs, and with a knowledge of departmental workings. This board should have plenary powers to order such excisions of "copy" of Departmental reports, leaflets, bulletins memoirs, etc., or to refuse to sanction the printing of any report if, in their judgment the public interest would not be seriously affected by such refusal.

"It would be the duty of the board to call upon the deputy head of any department or branch of the public service created by Parliament, whose requisition and "copy" for printing were under consideration, to show cause why any proposed reductions in "copy" should not be made or the printing thereof suspended entirely, and only upon direct written authority of the minister of the Department interested should the decision of the Board of Editors be countermanded.

"The board should present a report of its operations annually to Parliament within three weeks after the opening of each session thereof, such report to give the dates when first and last "copy" of every departmental report is received, and specifying the reductions in that, and the reasons therefor. In cases where the decision of the board has been over-ridden by the Minister of any department, Parliament shall be advised."

Sir Robert Borden, who took a personal interest in the matter, lost no time in dealing with the question even though the Union Government negotiations were in progress and an election imminent. A sub-committee of the Cabinet was appointed to take up the subject consisting of Sir George Foster, Hon. Arthur Meighen and Hon. Martin Burrell. They recommend the appointment of the editorial board above named.

WAR ADVERTISING IN U. S. A.

DEFINITE assignment of the part national advertising forces are to take in the task of winning the war was given in an order issued by President Wilson on January 19 creating the Division of Advertising of the Committee on Public Information.

Through the Division of Advertising it is proposed to perfect publicity machinery which may be called into service when campaigns of a national character are necessitated by war conditions.

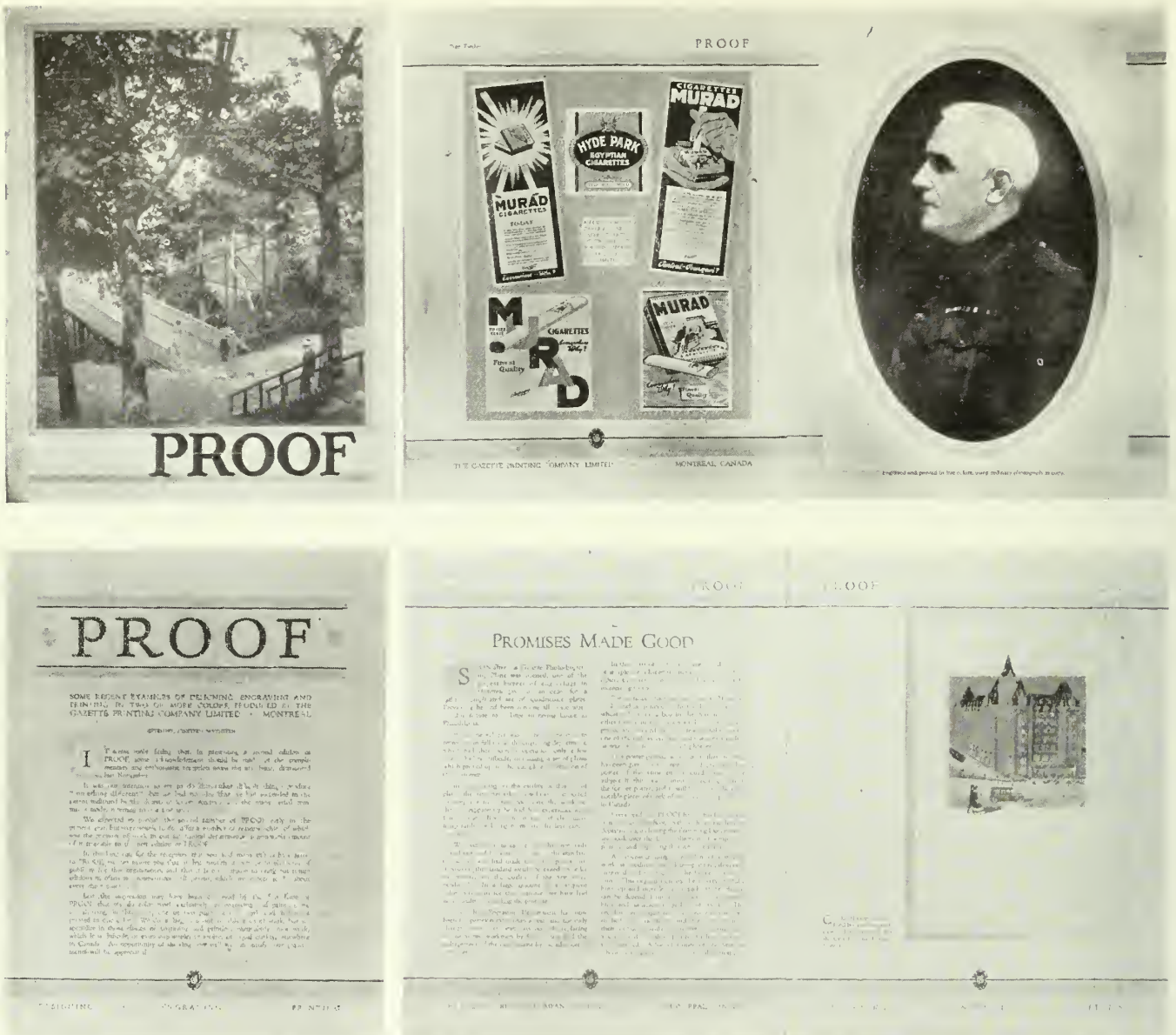
A board of five members, which has already established executive offices in New York City, has been named by George Creel, chairman of the Committee on Public Information, to direct the activities of the new division.

The board members are: William H. Johns, chairman, president of the American Association of Advertising Agencies; W. C. D'Arcy, president of the Associated Advertising Clubs of the World, which has a membership of 19,000; O. C. Harn, of the National Advertisers' Commission of the Associated Advertising Clubs of the World; Herbert S. Houston, former president of the Associated Advertising Clubs of the World, and L. B. Jones, president of the Association of National Advertisers.

The Associated Business Papers, Inc., have appointed the following committee to coöperate with the new division of advertising to be created by the Committee on Public Information:

Arthur J. Baldwin, president of the Associated Business Papers, Inc., and vice-president of the McGraw-Hill Publishing Company, New York; A. C. Pearson, vice-president of the Associated Business Papers, Inc., and general manager of the *Dry Goods Economist*, New York; Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., New York; Henry Lee, president of the New York Business Publishers' Association, and vice-president of the Simmons-Boardman Publishing Co., New York; E. E. Haight, president of the Chicago Trade Press Association and business manager of the *Motor Age*, Chicago, Ill.

The following committee has been appointed by the Agricultural Publishers' Association to coöperate with the Division of Advertising and the U.S. Government Committee on Public Information: Frank B. White, chairman, Agricultural Publishers' Association, Chicago; W. A. Whitney, Orange Judd Co., Springfield, Mass.; Frank B. Long, *The Farmers' Review*, Chicago; James M. Pierce, *Pierce's Farm Weeklies*, Des Moines, Ia.; Marco Morrow, Capper Publications, Topeka, Kans.



The above illustrations are of cover and some inner pages of "*Proof*," the publication issued by the Gazette Printing Company, Montreal, to send to prospective customers to convince them that the highest quality and class of printing, color printing, engraving and designing are produced by the Gazette Printing Company. "*Proof*" is certainly a well produced publication. Both its text and examples of work done for customers are persuasive; and the whole production is admirably conceived. W. J. Healy, the manager, does things very well always, and the growth in the volume of work done, as well as in the matter of its quality, since he took charge of the job department of the Gazette Printing Company, is "proof" of another sort that his company is giving a service esteemed by the public.

BOX MAKERS' CONVENTION

THE second annual convention of the Canadian Paper Box Makers' Association was held in Toronto last month, and was well attended. D. H. McDermid, of the Somerville Paper Box Co., of London, presided as president. Those who took part in the proceedings were: C. T. Reid, of Charles Reid and Co., of Hamilton, who talked on "Co-operative Competition"; B. Sproule, of Collett-Sproule, Limited, Toronto, who spoke on "The Paper Box, its Value to the Manufacturer and Consumer"; Henry L. Stortz, of Philadelphia, on "Costs"; A. Jephcott, of Dominion Paper Box Co., Toronto, on "Ontario Workmen's Compensation Act"; Art. Harris, of the Canadian Paper Box Co., Montreal, on "Quebec Workmen's Compensation Act." "Folding Box Costs" was the subject dealt with by C. R. Stevenson, of the Stevenson Cost Corporation of Buffalo and New York. David F. Robertson, Manager of the Northumberland Paper and Electric Co., Campbellford, gave an address on "Associate Members," as did Samuel R. Parry, of Rochester, N.Y. Other speakers were John J. Small, of the Guelph Paper Box Co., and S. J. Frame, of Toronto, the secretary-treasurer of the association.

TRADE JOURNALS EXHIBIT

Newark Library and Museum

AN exhibition of 1,000 trade journals, house organs and periodical advertising sheets of almost every known industry, from engineering to noodle making, spread out in striking array, each journal separated from every other so that it may easily be seen and handled by visitors, was held in Newark Library Building, from January 10 to February 12.

The journals were first collected by Miss Adelaide Hasse, chief of the Economics Division, N.Y. Public Library, and shown at the Annual Convention of the American Library Association at Louisville, June, 1917. They were borrowed by the Newark Library and Museum and exhibited as described in the Art Gallery of the Museum in the Library Building.

This trade journal exhibit, it is hoped, may secure an introduction for the organs of trade and industry to an unlooked for aid to the educational work in which they are all engaged. If their main purpose is to advertise, their secondary purpose is to educate manufacturer and consumer to distinguish good and poor products and so to raise the standard of demand and production. In the general preparation toward after-the-war activity here is no mean factor.

LARGE MAILING CARDS

THE sending of large advertising cards through the mails as third class matter is objectionable to the Post Office Department, and efforts are to be made to have their use discontinued in favor of small cards that conform to the regulations for ordinary postal cards or commercial envelopes.

The Newsprint Situation in Canada

Controller Pringle Recommends a Price of $2.85, which is Now Operative – Publishers Protest, as Do Also the Makers—The Fight in the United States

FOLLOWING the resumed newsprint enquiry at Ottawa last month, Controller Pringle has fixed the price of newsprint in rolls at $2.85 per cwt., f.o.b. mills. This is an advance from $2.50, and is authorized for three months—from February 1 to May 1. May 1 is named as the limit, because by that time the United States' price will be settled by the Federal Trade Commission, while the Controller's further enquiries in Canada will probably be completed.

This price of $2.85 is not absolute and final. Should it be found from the investigations of himself or the United States Federal trade commissioners that this price is an excessive one, the Controller reserves the right to make a retroactive reduction. The increase of 35 cents now ordered is not retroactive. The Controller found that, from the evidence he had, a fair price would have been $2.60½ from July 1 last, but instead of making a retroactive arrangement and ordering publishers to make up the difference of 10½ cents per hundred since that time, he has fixed the price as above on the grounds that it will be proportionate for the loss the manufacturers have sustained since last July.

THE PUBLISHERS PROTEST

Canadian publishers, through their special committee, have formally protested against the new price set by Controller Pringle, claiming that, when the figures of cost of production are fully and finally investigated, they will show that the price of $2.85 is not justified. On the other hand manufacturers, while welcoming the increase, claim that it is not enough, but that with conditions as they are the price should have been placed at at least $3 per cwt.

The Government is now confronted with the somewhat unpleasant task of deciding whether or not to accept the Paper Controller's recommendation of a temporary newsprint price of $2.85 per cwt. from February 1 to May 1.

Since the Controller's recommendation, an interview was granted to the manufacturers of newsprint and also to the publishers. Both sides put up the strongest possible argument in favor of their respective cases.

THE OUTLOOK

It is difficult to size up the influences at work. The expectation that a higher price will be allowed by the Government on newsprint has doubtless helped to create confidence. The recent meeting of the Canadian Pulp and Paper Association in Montreal, at which the progress and prospects of the industry were dealt with, may have also proved a factor.

The Government has obviously been placed in a predicament in being called on to decide between the rival claims of the newspaper publishers and the manufacturers of newsprint. After the special sub-committee of the Cabinet had heard both sides of the argument a fortnight or so ago, and consideration had been given to the matter, it was confidently expected that a decision would have been announced within a few days. However, no announcement was forthcoming, and no fresh order had been made up to the present. In the meanwhile the former order under which newsprint was being sold at $2.50 per cwt. expired on January 1, and the market is presumably an open one. The manufacturers have, however, taken the $2.85 price recommended by Commissioner Pringle as their standard and have been billing their customers at this figure since the first of the month.

IN THE UNITED STATES

Paper manufacturers in the United States have requested the Federal Trade Commission for an extension until March 15 as the time for presenting figures on investment and production costs. H. E. Wise, attorney for the manufacturers, stated it would be impossible to give accurate data before that time.

A fund has been raised by the paper committee of the American Newspaper Publishers' Association for the purpose of securing high class legal talent to represent the publishers before the Federal Trade Commission, when hearings are resumed. The paper committee, it is stated, intends to press for an early decision by the commission. Its members are determined that the manufacturers shall not be allowed any just argument for delay beyond April 1, the day set for the final adjustment of prices.

The news print hearings, which have been resumed in Washington, constitute an economic drama of prime interest to all publishers, says the *Editor and Publisher*. It is a fight on the part of users of news print, for a dependable supply at a reasonable price, providing a profit which should satisfy the legitimate demands of manufacturers. If the manufacturers contend only for fair profits, they will not have to fight at all. If they contend for excessive profits, they will have to carry the fight to a finish.

NEWSPRINT MANUFACTURERS REORGANIZE

THE Newsprint Service Bureau is the name of a new organization formed by the newsprint manufacturers of the United States and Canada to take the place of the News Print Manufacturers' Association, which was ordered dissolved by the United States Court on November 26.

The new association is understood to have been approved by the Department of Justice as not in any way violating the anti-trust laws of the United States.

The dissolution of the News Print Manufacturers' Association was put into effect by the association at a meeting on December 13, but was followed by the appointment of a committee of five to draw articles of incorporation for a new body. The old association, according to officials of the Department of Justice, was not incorporated, had no president, and no articles of association and kept no minutes of its meetings. Those named on the committee to arrange articles of incorporation were J. A. B. Coles, John A. Davis, William McMillan, William Hoffstran, and J. A. Bothwell.

The report of this committee was accepted at a meeting held on January 22, and these officers were chosen: President, J. A. B. Coles; vice-president, Morris Hopes.

R. T. Houck, secretary, has tendered his resignation, but a successor has not been named.

PLANTS TO BE AUDITED

CONTROLLER PRINGLE in adjourning the inquiry of the newsprint investigation at Ottawa last month so that official auditors could be put into the offices of the paper companies, said that he did not think companies should raise prices pending the duration of the inquiry.

The plants to which official auditors will be sent are as follows: Ontario Paper Company, Kinleith Paper Company, Canada Paper Company, Nations Paper Company, Ritchie and Ramsay, New Toronto, Georgetown Pulp and Paper Company, Provincial Paper Company and the Rowland Pulp and Paper Company.

Other plants which may be investigated are: John R. Booth, E. B. Eddy, Riordon Pulp and Paper Company, Laurentide and the Naswaak Paper Company.

WON'T INVESTIGATE PUBLISHERS

CANADIAN newspaper publishers, though not directly represented, won a victory during the last two-day session of the Canadian newsprint probe, held last month at Ottawa, before Controller Robert A. Pringle, K.C.

In reply to arguments, figures and contentions advanced by counsel for the paper manufacturers that the Controller should investigate the increased subscription and advertising rates of the newspapers, Mr. Pringle finally ruled that it was not within his province to inquire into what money the Canadian publishers were receiving through increased advertising and subscription rates.

By this ruling, a Controller to investigate the business of the Canadian newspaper publishers will have to be appointed for the purpose if any investigation is to be brought about.

NO GOVERNMENT PAPER MILLS

TAKING the ground that it was socialistic legislation and that it would place in the hands of the Government an authorized weapon to censor the press, the United States Senate on January 15 refused to pass the Smith Bill, which would give the Federal Trade Commission power to take over the print paper mills and control the manufacture and distribution of print paper upon finding that any mill was using unfair methods such as overcharging and withholding paper from different publications and circulars.

WILL WRITE WAR HISTORY

MAJOR THE REV. C. W. GORDON, better known to the world by his pen name of "Ralph Connor," has been officially retained by the Canadian Government to write a book to be brought as nearly up to the minute as possible on "Canada's Part in the World War."

Upon the completion of this volume he will prepare a book on similar lines for the information more particularly of the people of the United States and Canada, on "Great Britain and Her Part in the War."

ASKS HEAVY DAMAGES

Major R. S. Hays, a Seaforth barrister, who went overseas with the 161st Battalion and returned to Canada in 1917, after being honorably discharged in June, 1917, is suing Frank Weiland, a printer on the Huron *Expositor*, for $15,000 damages for alleged conspiracy and for alleged libel contained in a bill or sheet or paper printed by Weiland. At Osgoode Hall Major Hays made application for an order compelling Weiland to state who gave him copy for the article printed and to say to whom he handed the pamphlet when printed. The court dismissed the motion, ruling that as Weiland had admitted having printed the sheet Major Hays was not entitled to know more.

"Sue the employer, then ask him," suggested the Chief Justice.

The court dismissed the motion and remarked that the United States courts had held, and he thought very rightly, that when that for which conspiracy is alleged is accomplished, the crime is that which is done, and not the conspiracy.

When Major Hays returned from England and resumed his law practice he published a personal statement detailing the circumstances which prevented him from going to the front with his men. The military authorities had ruled that he was over age, and had offered him a post in England, which he had declined. Following this explanation, copies of a pamphlet containing the alleged libel, were put into circulation, renewing a previous attack on Major Hays, and Major Hays began action, charging libel and conspiracy.

SIR WILLIAM REID

Sir William Reid, arrested for alleged criminal libel with the publication of a statement that he arranged a trip through Canada and the United States for the purpose of facilitating political union in Newfoundland and confederation with Canada, has given bonds for $40,000.

If the action ever goes to trial, it is expected to involve some prominent Canadian public men, including Sir Wilfrid Laurier, Sir Robert Borden, Mr. Hazen and E. M. MacDonald.

Hon. P. T. McGrath, of the *Herald*, denies receiving financial assistance from Sir William Reid to establish the *Chronicle* or to purchase the *Herald*, but does not deny the probability of some of the shareholders having received such assistance. The shareholders include some prominent public men, from whom no denial has yet come.

INK-MAKERS GET TOGETHER

The ink makers of the United States have issued a proclamation as follows:

In the course of an investigation into certain methods of distribution by various industries, the Federal Trade Commission, on November 24, 1917, called a meeting of printing ink makers at Washington for the purpose of discussing the application of the law concerning unfair competition to the alleged practice of giving gratuities to customers' employees.

It is obvious that such practices are inhibited by the Act and that the correction of this sales method, to whatever extent is may have existed, is not only desirable, but compulsory.

Each of the members of the Printing Ink Makers' Association has therefore taken all necessary steps to fully comply with the requirements of the law and the demands of the Government.

They take this opportunity to assure their competitors that the Association and its members will co-operate with them and with the Commission to secure for them and each of them the opportunity to engage in free, fair and open competition.

Signed at Washington, D.C., November 24, 1917.

Appended to this public announcement, signed by the National Association of Printing Ink Makers, Incorporated, were the names of the individual members of the Association—67 in all.

For years past the printing and newspaper accessory business has suffered from unfair competition due to the giving of commissions to pressroom foremen and other subordinates who had the authority to purchase supplies and abused it.

Printers and publishers have been the real sufferers in the end from the practice, in that commissions paid out were made up on them in the prices charged by the manufacturers.

The practice of "greasing" the purchasing agents of printing offices is quite well known in Canada, and now that a clean-up of the situation has been initiated in the United States, it is likely that a similar move will take place in Canada.

NEWSPAPERS IN BUNDLES BARRED

For the purpose of reducing the overseas tonnage as much as possible, that war supplies may have first place in the nation's shipping, the British Government, in conjunction with the Canadian Post Office Department, has issued a stringent regulation forbidding the sending of newspapers in bundles to both soldiers and civilians living in the United Kingdom. The new order states that all newspapers must be forwarded in single copies. This is purely a British regulation, to which the Canadian Government has had to acquiesce. It is a peculiar order, for it allows the shipment of bundles of newspapers to soldiers in France and not to those in England.

SINGLE COPY CIRCULATION

A newspaper to "contain all the news reliable and good for His Highness' reading" is being started in Tokio with one reader, the Crown Prince of Japan, so says the *Fourth Estate*.

Officials in the Imperial Household Department stated to the Tokio *Nichi-Nichi* that the newspaper would be printed in the Imperial Printing Office, but whether it would be a daily or a weekly was yet to be decided. The news will be culled from the "ordinary daily papers," then set up in special type and printed on thick Japanese newsprint paper.

As the Crown Prince was born at the beginning of the century, this is his eighteenth year and the officials in charge of his education believe he should now, for the first time, be permitted to keep in touch with the world's news, states the *Nichi-Nichi*.

Whether the prohibition enforced on the Crown Prince from reading the "ordinary daily papers" reflects on the lack of "reliability and goodness" of the vernacular papers, of which there are 300 in Japan, or whether it reflects adversely on the manner of bringing up the Emperor's eldest son, is a question which has not been discussed editorially by any of the Tokio vernacular dailies.

TWO CENTS IN NEW YORK

The one-cent daily newspapers of New York City (morning and evening) have increased their prices to two cents, and the *Evening Post*, which has been a three-cent paper, will publish on the same plane as its contemporaries by cutting its price to two cents a copy. The Brooklyn newspapers likewise become two cents each, except the *Eagle*, which remains at three cents.

The New York *Evening Post* will, as in the past, sell at five cents on Saturdays.

No change will be made in Sunday prices, at least for the present, five cents a copy continuing.

The change in price is also adopted by all the German language papers in New York and Brooklyn.

The action of the New York publishers in joining the ranks of the two-cent newspapers leaves Boston, Detroit and Rochester as practically the only one-cent newspaper cities of importance in the country.

A. A. C. W. CONVENTION

War service will be the keynote of the annual convention of the Associated Advertising Clubs of the World, which will be held at San Francisco July 7 to 17.

This was the announcement of President William C. D'Arcy, who visited the convention city last month with Vice-President William G. Rook, of Toronto, and Secretary P. S. Florea, of Indianapolis, to arrange with Llewellyn E. Pratt, chairman of the national programme committee, and members of the San Francisco Ad. Club, final plans for the coming convention at which it is believed more than 5,000 advertising men will be present.

BRITISH INDUSTRIES FAIR, 1918

The work in connection with the organization of this Fair is progressing satisfactorily. The Fair will be held in London, at the Pennington Street premises of the London Docks, from 25th February to 8th March, 1918, and will be confined to the following trades, viz.:

Earthenware and china.
Glass.
Fancy goods.
Paper.
Printing (including book publishing).
Stationery.
Toys and games.

The Glasgow Fair, which is being organized by the Corporation of the City of Glasgow under the auspices and with the support of the Board of Trade, will be held in Glasgow simultaneously, from 25th February to 9th March, 1918. The trades exhibiting do not, however, include printing, paper, or stationery.

A summons to appear in court has been issued against Richard Lloyd Jones of the Madison (Wis.) *State Journal* by Robert M. La Follette. It sets forth that a conspiracy exists between them to deprive the Senator of his reputation and good name by libellous writing in the *State Journal*.

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA

Patent inside users, who get their supply from Regina, Sask., have just had the price of them boosted 40 per cent.

H. W. Power of the Kaslo *Kootenaian* has just taken a half-interest in the moving picture theatre business in that town.

G. O. Wheeler of Moose Jaw, Sask., has taken the position of city editor on the Nelson *Daily News*, succeeding A. C. Yokom.

The printing plant of A. H. Timms, Vancouver, considered one of the best on the Northern Pacific coast, was completely gutted by fire last month. The loss will reach $30,000.

R. T. Lowery of the Greenwood *Ledge*, who is spending the winter in California, is furnishing his paper with interesting weekly letters telling of his travels in the sunny south.

Friends of T. H. Kay, who left the Cranbrook *Herald* about a year ago to go fruit farming near London, Ont., heard with regret of the death of Mrs. Kay at the old home at London, Ont., last month.

R. T. Williams and D. A. Kay of the Cranbrook *Herald* toured East Kootenay with a dramatic company from that town that played at half a dozen centres for the benefit of the Red Cross.

Revs. Messrs. Cook and Craig, two Vancouver divines, announce the commencement of publication this month of the *Weekly Witness*, a free lance weekly that aims to replace the *Saturday Sunset* eventually.

Coincident with the rise in price of patent insides, the Kaslo *Kootenaian* announces that it will discontinue them and get along with four pages of home print. On the other hand the Greenwood *Ledge*, which has been a two-page paper since the start of the war, has recently gone into four pages—two of them patent.

Pte. R. J. Clark, who was killed in the Montreal train wreck last month, taught in the high schools in Victoria, New Westminster and Nelson, and was principal at the latter school when he left the teaching profession to become editor of the Nelson *News*. He lost everything when his newspaper plant at Hope was burned.

A weekly paper called the *Western Women's Weekly* has made its appearance in Vancouver. Miss Amy Kerr, who has been in newspaper work in Vancouver for some time, is editor. The paper is to be the organ in the west for various women's organizations, such as the Local Council of Women, in Vancouver; the Daughters of the Empire, and the W. C. T. U., according to a recent announcement in Vancouver papers. Besides recording activities of women's organizations, and dealing with patriotic endeavors, there are other sections, including music and drama.

ALBERTA

J. F. Haynes has started a job printing plant at Consort.

E. S. West of West & Brown, Calgary, has left for California, where he will spend the balance of the winter.

Mr. Wallace, late of the *Saturday Press*, Saskatoon, has joined the staff of the Western Printing and Litho. Co., Calgary.

The Commercial Printing Co. has been organized in Calgary, with Mr. Ford as manager. The organization of the Non-partisan League is behind the new concern.

W. A. Buchanan, editor of the Lethbridge *Herald*, was re-elected for the Federal constituency of Lethbridge in the recent election. Mr. Buchanan ran as a Unionist candidate, and his majority was in the four figures.

"Jimmy" Young, late of the J. W. Young Printing Company, Calgary, who is now fruit farming at Ashland, Oregon, has helped the Ashland *Tidings*, his local newspaper, in the publication of a special issue, while his fruit was growing.

SASKATCHEWAN

R. G. Smith has acquired an interest in the *Standard*, Shaunavon, and will be associated with J. S. McDonald, who has been a partner in the business during the past year.

The Lampman *Enterprise* is published by George Brown, at Midale, Sask., who also publishes the *Enterprise* at that point.

The controlling interest in the University Press, Regina, has been purchased by Roy Dawon and his father, A. W. Dawson. Both these men have had several years' experience in the printing business in Saskatchewan. Mr. Dawson, Sr., was for some time on the staff of the Regina *Leader* and the *Daily Post*, while Roy Dawson left the management of the job department of the Saskatoon *Daily Star* for his present venture. Mr. Brusseau is also retaining his active interest in the business.

MAJOR R. F. PARKINSON, D.S.O.

who commands in the field a Canadian Infantry Battalion, is in civil life Managing Director of *The Daily Journal*, of Ottawa, Canada, in which capacity he is well known to the commercial and publishing interests of Canada. Major Parkinson enlisted in the Canadian Expeditionary Force at the outbreak of the war and has seen continuous service on the Western front for the past two years. For his service in the field he has been "mentioned in despatches" by the Commander-in-Chief of the British Army on three different occasions and recently was created a Companion of the Distinguished Service Order for gallantry and devotion to duty, being invested with insignia of this Order by His Majesty King George V. at Buckingham Palace, London, recently. During the past month Major Parkinson has been in Canada on furlough and has just returned to resume his duties overseas.

Chas. Huffman, formerly of the De Montfort Press staff, Winnipeg, has been appointed manager of the job department of the *Phoenix*, Saskaton.

In a wheat guessing contest initiated by the Regina *Leader*, the main prize, a motor car, was won by a local ball player, who recently had to have a leg amputated.

After a rest of a couple of weeks the Scott *Herald* has appeared in a reduced form. The publisher makes no apologies for taking this step, which has been made unavoidable by the necessity for bringing the expenses of publication somewhat nearer the point where the revenue will cover at least a part of them. The publication of the paper at present is a losing proposition, so the publisher states, and that it is only out of regard for the moral obligation to his subscribers that he is continuing the publication. Presumably this altruism will diminish shortly to the vanishing point. PRINTER AND PUBLISHER has something to say in connection with the Scott *Herald* elsewhere in this issue.

Stanley Beck, publisher of the Dodsland *Prairie Times*, has been made constable of that peaceful hamlet, in which he himself seems to be the chief offender—if one is to judge by what he perpetrates in the way of wit and humor in his own paper, and by what he writes of his saintly fellow-citizens. Having himself made constable may have been a strategic act, for when on the Winnipeg *Telegram* he almost got into trouble because of his nimble, fancy and responsive pen.

MANITOBA

Ralph A. Cooper of the Cooper Advertising Service, Winnipeg, has enlisted.

The plant of the Peel Printing Co., Winnipeg, has been purchased by the Acme Paper Box Co.

Knox Magee, formerly of Toronto, now editor of the Winnipeg *Telegram*, was in the isolation hospital last month, suffering from diphtheria.

An incorporated company, known as the Leader Printing and Publishing Co., Limited, has been organized to take over the *Leader*, of Carman. A. L. Sproule is editor and manager.

The printers and allied trades of Winnipeg, together with the supply houses, have organized a curling competition for the winter months. Some eighteen rinks are already entered, five games around will be played, and the winning rinks will then play off elimination games.

George Moore has severed his active association with the De Montfort Press, Winnipeg. Mr. Moore has been a member of the business since it was organized some twelve years ago, and has been active in building up this concern from a very humble beginning to its present important proportions. He will take a well deserved rest from business for some time. The remaining partners, Jerrard and Ross, will continue the business.

B. Langridge, publisher of the Somerset *News* and Swan Lake *Echo*, is offering this newspaper for sale, due to his wife's ill-health. Mrs. Langridge is editor of this newspaper. This would seem to be a good property. In a letter to PRINTER AND PUBLISHER from Mrs. Langridge, she says that since 1915, when they were burned out, they have been able, in less than three years, to pay off a debt of $3,000, besides all the expenses of operation.

A few days ago the lady members of the Winnipeg office staff stepped into the office of Mr. Martin, the president of the John Martin Paper Co., and presented him with a "Service Flag." The body of the flag is red, the letter "S" white, and the maple leaves, one for each man who enlisted, are in blue. A small black bar underneath three of the leaves indicates those who have made the supreme sacrifice. Nine of their men in all have enlisted, three of whom were killed in action, one seriously wounded, one ill and invalided home, while the remaining four are still facing the Boche in France and Flanders.

ONTARIO

Ross Keene, editor of the Stratford *Herald*, has joined up with the overseas forces.

Fred Cook, assistant King's printer, Ottawa, has ben under the weather for some time.

Lieut. Hugh A. Kennedy has been killed in action. He was a member of the office staff of the Galt *Reporter*.

A. S. Forster, editor of the Oakville *Star*, has been elected warden of Halton County. For seven years Mr. Forster was reeve of Oakville.

Born.—At the Welland County General Hospital, on Thursday, January 20, to Louis Blake Duff, publisher of the Welland *Telegraph*, a daughter.

Robert Batho, formerly editor of the Niagara Falls *Review*, and later court stenographer at Welland, has taken a position as editor of the Welland *Tribune*.

W. Irwin, editor and proprietor of the Durham *Chronicle*, has been identified with that paper for twenty-one years.

Mrs. Willoughby Cummings has come back more fully into the journalistic field, and has become associate editor of *The Mission World*.

The St. Catharines *Journal* suffered $10,000 loss by fire, Jan. 18, while the owner, Ald. J. M. Elson, was attending council meeting.

Truman A. De Weese, director of publicity for the Shredded Wheat Company, addressed the members of the Toronto Advertising Club last month.

Sir John Willison, former editor of the Toronto *Daily News*, has been elected by the graduates of Queen's University, Kingston, to the board of trustees.

E. D. Reed, formerly with Hamilton Advertisers Agency, has been placed in charge of the advertising department of the F. F. Dalley Corporations Limited.

Flight Lieut. Bert Perry, sporting editor of the London *Advertiser*, who was recently reported missing, is now officially reported a prisoner of war in Germany.

The Welland *Tribune* has been complimnted by the Military Hospitals Commission for an able article on the treatment of returned soldiers in Welland County.

Robertson Y. MacLean, formerly advertising manager of *Everywoman's World*, and latterly with the Reid Press, Hamilton, has joined the staff of *Canada Weekly*, Toronto.

Ottawa has been the Mecca for many publishers and their heads of departments, owing to the investigation into the cost of book paper being conducted by R. A. Pringle.

The St. Catharines Daily *Journal*, which suffered seriously from fire last month, was published from the office of the *Standard* during the period of interrupted printing facilities.

G. B. Van Blaricom, formerly with the Acton Publishing Company, Toronto, is now with the Hugh C. MacLean Publishing Co., Toronto, as editor of the *Canadian Lumberman*.

Owing to the almost complete blockade of train services brought about by the great storm in Ontario last month, newspapers were late in arriving at a number of provincial points.

Alex. McGregor, editor of the Peterborough *Review*, was presented with a gold watch by Capt. J. H. Burnham the Unionist candidate, in recognition of his work in the recent election.

John M. Grant, for over two years reporter on the Brantford *Expositor* and before that on the *Free Press* and the *Journal* of Ottawa, has joined the reporting staff of the Toronto *Globe*.

George Mason, proprietor and editor of the Prescott *Journal*, has purchased the plant and good-will of the Prescott *Tribune*, and in future the Fort Town will be supplied with one weekly paper.

Sergt. William E. Elliott, formerly of the editorial staff of the London *Free Press* and the Toronto *News*, has crossed to France with an infantry draft, and writes that he is in the thick of the fighting.

John MacLaren, formerly financial editor of *Saturday Night*, is now advertising manager of the *Cigar and Tobacco Journal*, *Dominion Dental Journal* and the *Canadian Bicycle and Motorcycle*, Toronto.

Peter Bain, formerly editor of the technical papers published by the MacLean Publishing Company, Toronto, has been appointed vice-president and general manager of *Shipping*, a New York publication.

A recent issue of the Lanark *Era* contained the announcement that Robert Wilson had disposed of the paper to a member of his staff in the person of Wm. H. McFadden. Mr. Wilson established the *Era* 22 years ago.

For the first time in eight years the readers of the Toronto morning newspapers in the western part of the province did not receive their papers on the day of publication, owing to the big storm on January 14.

In connection with an effort to raise $3,000,000 for Red Cross and Patriotic Funds by the city of Toronto and County of York, the Toronto Advertising Club produced a newspaper, one issue, called the *Crusader*.

Major R. F. Parkinson, D.S.O., managing director of the Ottawa *Journal*, has been in Ottawa on a month's furlough. He was met at the station on his arrival home, after a two-year absence, by almost the entire staff.

The report that Capt. Hector B. McKinnon, formerly a journalist of Toronto, and now serving with the Royal Flying Corps, had been wounded, turns out to be incorrect. Capt. McKinnon is quite well in health.

M. O. Hammond, who has been acting for some months as assistant news editor of the Toronto *Globe*, has now been appointed permanently to the position. Norman Lambert succeeds M. O. Hammond as city editor of the *Globe*.

H. P. Stephens, newly elected mayor of Niagara Falls, is an old time newspaper man. He succeeded his father in the ownership and editorship of the Niagara Falls *Review*, though he sold out his interests in the paper ten years ago.

A. H. Maclauchlan, who has been connected with the mail and art departments of the T. Eaton Co., Toronto, for the past eight years, during the last three of which he acted as advertising manager, resigned his position on December 31st.

The mother of Pte. Herbert Philp has received from the War Office a military medal which had been awarded to her son for bravery on the field of battle. Pte. Philp was a member of the Stratford *Herald* staff.

T. W. Quayle of Edmonton, formerly publisher of the Careholm, Alta., *Review*, and former managing editor of the Lethbridge *Herald*, has gone to Ottawa, where he has entered upon his duties as private secretary to Hon. A. L. Sifton, Minister of Customs.

Ross Keane, editor of the Stratford *Herald* for several years past, has been called up under the Military Service Act and is with the Western Ontario Regiment at London Camp. Another *Herald* man to be called up is Leonard Lavelle, sporting editor, who is also at London Camp.

G. B. VanBlaricom, editor of the *Shoe and Leather Journal*, published by the Acton Publishing Co., Toronto, has left that company to assume the editorial direction of the *Canada Lumberman*, published by Hugh C. Maclean, Toronto. F. B. Utley of the advertising service department, succeeds Mr. VanBlaricom.

At the recent municipal election in Ottawa three newspaper men were elected: James Muir of the *Evening Journal* as Controller and Wm. Findlay of the *Journal* and Arthur ford, Ottawa correspondent of the Toronto *Globe*, as aldermen. C. G. Pepper of the Government Printing Bureau was also again elected alderman.

A well-known newspaper woman, Miss Louise E. Julyan, left Owen Sound last month to accept the position of assistant editor of a weekly magazine issued at Sault Ste. Marie, in connection with the pulp and paper industry. Miss Julyan has been a member of the Owen Sound *Sun* staff for nearly six years.

James Stuart has been appointed to the chief editorship of the Duluth *Herald*, one of the largest and most influential papers not only of the State of Minnesota, but of the north-western states. Mr. Stuart has been associated with the *Herald* a number of years. He is an old Collingwood boy.

George Brigden, of Brigden's, Limited, Toronto, was elected chairman recently of the Advisory Committee of the Board of Education. What makes the occasion unique is that it happens to be the first time that any one not actually a member of the Board has been elected to this position.

In addition to the regular contribution of $100,000 a month which the Ontario Government gives to the Patriotic and Red Cross Fund amounting to $1,200,000 in a year Hon. T. W. McGarry, provincial treasurer, announced that the advertising costs of the recent campaign to raise funds would be borne by the province.

Under the recent amalgamation, the *Evening Recorder* and the Brockville *Times* appeared February 1 under the one name, the *Recorder and Times*. The new publication was issued from the *Recorder* office, which has purchased the plant and property of its contemporary. When alterations are completed the site of the present *Times* building will be occupied.

Frank L. Watson, late of the Calgary *News-Telegram*, has been appointed advertising manager of the St. Thomas *Times*. Mr. Watson is a native of Sydney, Australia. In addition to his experience in Canada, he spent seven years in the advertising business in London, England, his work there taking him to the principal cities in the United Kingdom.

A volume of martial verse, entitled "Sea Dogs and Men-at-Arms," by J. E. Middleton, who conducts "The Colyum" in the Toronto *Daily News*, is announced for early publication by G. P. Putnam's Sons, of New York. As a versifier, Mr. Middleton, better known by his initials J. E. M., has won for himself a large following of friends and admirers.

Merle Sidener, chairman of the National Vigilance Committee of the Associated Advertising Clubs of the World, and George W. Hopkins, connected with many of the leading firms of the United States and now a national figure among the front-rank sales experts, addressed the Toronto Advertising Club last month. Mr. Hopkins is associated with the Columbia Gramaphone in the capacity of sales maanger.

Varsity, the publication of Toronto University, was suppressed for one issue last month because it contained a letter, published while the editor was on vacation, in which the writer made a plea for the starting of the Polity Club, which had been discontinued since the war. It has discussed matters of international interest. The article was such that the censor at Ottawa would not pass it.

The annual banquet of the Toronto City Council and Municipal Press Gallery was held last month, Mayor Church presiding. The orders of the day, a burlesque on the order of business of the city council meetings, caused much merriment and the swearing in of the newly-elected officers of the Press Gallery by the Mayor was particularly amusing. Each member was presented with an imitation gas mask.

The members of the Ontario Legislative Press Gallery held their annual election this month. The officers are: Honorary president, Sir Adam Beck; president, H. Berkeley, Telegram; vice-president, Wm. Marchington, Globe; secretary, C. Creighton, Canadian Press; Editor Gasjette, Jack Hamm, Mail and Empire. Executive, George Hughes, News; George Mitford, World; S. Ramore, Star; George A. Martin, Globe and the above-named officers.

Robson Black, secretary of the Canadian Forestry Association, delivered an address before the Field Naturalists' Club in Ottawa recently on "Mobilizing the Forests for Peace and War," in which he states that the United States and Canada found it necessary to feed its hunger for news and gossip with more than forty million copies of newspapers a day, using over eight thousand tons of paper and fifteen acres of forest with every Sunday edition.

Arch. McNee, retired editor of the Windsor *Record*, who retains the office of president of the Record Printing Co., and Mrs. McNee have gone to Los Angeles, Cal., to spend the winter. John A. McKay, publisher and secretary-treasurer of the *Record*, Mrs. McKay and daughter Catherine, left for Naples, Florida, where they have taken the former home of George M. Hendrie, brother of Sir John Hendrie, lieutenant-governor.

The Campbellford *News* announced last month that it had temporarily suspended publication and that for the time being the business will be conducted as a job printing office. The statement says: "Since the proprietor, Capt. R. H. Pearse, enlisted in 1915 the *News* has been published under more or less difficulty, and lately it has been impossible to secure sufficient help to carry on publication. It is quite probable that when the proprietor returns from France, publication will be continued."

Eric Ross Goulding, a graduate of Oxford University, who was engaged in newspaper work in England, and who acquired quite a reputation around London, Ont., through

writing newspaper articles and poems, has returned from overseas, where he served in France as a private for over a year in the Royal Canadian Regiment. He was severely wounded, losing also one eye and having his face badly disfigured by wounds. He is also a veteran of the South African campaign.

Lieut. C. M. Pasmore, a prominent newspaper man, formerly of Toronto, is reported wounded but still on duty. In May, 1916, he received a commission as lieutenant with the "Bantams," but reverted to the rank of sergeant in order to accompany that unit overseas; being reinstated shortly after departure. While with a Regina paper he wrote the description of the big tornado which swept that city in the summer of 1912, for the Toronto papers. He later went east and was connected with the Toronto Daily *News* as city editor until his enlistment.

Second Lieuts. William and Ivan Hunter of the Royal Flying Corps are two former London *Advertiser* employees, and sons of William Hunter, foreman of the Advertiser Job Printing Company, Limited. The two in the Royal Flying Corps in Texas, where brothers won their "wings" and commissions they completed their aerial training commenced months ago in Toronto. The two aviators were well known athletes in London, Lieut. William Hunter being one of the best known sprinters of the city.

QUEBEC

L. L. Cleaves, vice-president and general manager of the H. K. McCann Co., Ltd., in Canada, is located in Montreal to handle the Borden Milk advertising account.

Smith, Denne & Moore, advertising agents, Toronto, have opened an office in Montreal with — Reid, formerly with the Maclean Publishing Company's Montreal office, in charge.

Jesse Scruton, formerly assistant city editor of the Montreal *Herald*, who is invalided home from the front, is studying hog raising at Ste. Anne de Bellevue, and intends taking up a homestead and going in for that profitable branch.

Kennedy Crone, formerly editor of the Montreal *Weekly Witness*, who gave up that post in order to take a prominent part in raising the Victory Loan, is attached to the *Gazette* as assistant city editor.

Thos. H. Blacklock, Ottawa representative of the Montreal *Gazette* in the Parliamentary press gallery, who has for many years been connected with prominent Canadian newspapers both in the East and West, has left for England, where he will undertake the *Gazette's* London correspondence.

Stephane Lauzanne, editor of the Paris *Matin*, at the Canadian Club, Montreal, last month, gave a vigorous speech on France's part in the war, in which he emphasized the fact that France was neither exhausted nor bled white. Mr. Lauzanne, himself a French soldier, chose as part of his text a quotation from a local French newspaper which had referred to "Bleeding, Exhausted France."

H. M. Ashby, managing director of the Sherwin-Williams Company, addressed the Publicity Association last month. Mr. Ashby said his company kept its record of sales so accurately that it knew to a dollar the volume of business it was doing in every branch, keeping those sales separate according to the effect of the various forms of advertising on them. It also kept all expenses relating to sales efforts so carefully classified that it knew where it stood as to total expenditure. This system made possible elimination of wasteful and unremunerative expenditures and facilitated decisions whether it would pay to push one product at the expense of the general line, and whether one form of publicity was better for a particular section.

Lindsay Crawford of the editorial staff of the Toronto *Globe*, in an address to the Reform Club of Montreal on "Canada as a Nation," referred to the recent general elections, and said: "The object of the elections was to isolate Quebec, but this province is not isolated." He declared conscription a failure, and said that not more than 10,000 men had been secured by it, whereas double that number could have been obtained under the voluntary system. He charged that the government intended to replace Canadian farmers with Americans, and he said Liberals who had supported the Union Government now saw their error. As a consequence of his utterances, Mr. Crawford's connection with the Toronto *Globe* has been severed.

MARITIME PROVINCES

Printers and bookbinders in Halifax are busy. L L L L

The compositors in Halifax have been granted an increase in their pay.

Captain G. Earle Logan, formerly law editor for the St. John *Standard*, has been invalided home from France.

Mr. Perrie, who has been with the Acton Publishing Co. of Toronto, has taken the management of the Royal Print & Litho Co.

N. C. Cameron has returned from Toronto to St. John to look after the *Maritime Merchant*, which he established several years ago.

Private William V. Owens, formerly a reporter on the St. John *Globe*, previously reported missing, is now reported killed in action.

The Royal Print & Litho, whose plant was very badly damaged by the late disaster, are gradually getting down to normal conditions.

Roland O. Trentowsky, a member of the writing staff of the St. John *Globe*, has left for Toronto to train for service in the Royal Flying Corps.

The Eastern *Chronicle*, published in New Glasgow, N.S., an outspoken paper of considerable influence in the eastern part of the province, has entered upon its 75th year.

Captain Edgar L. March, formerly city editor of the St. John *Standard*, who was invalided home, has been appointed in command of the wireless station guard at Newcastle, N.B.

Lieutenant Francis X. Jennings, a member of the St. John *Evening Times'* writing staff until he went overseas, has been appointed brigade orderly officer for an artillery brigade in France.

Francis Charles Cooper, for many years employed on the business staffs of various newspapers in St. John, died recently after a prolonged illness, at the advanced age of seventy-seven years.

Major John H. MacDonald of St. John, editor of the *Maritime Baptist* before going overseas as chaplain, was gazetted as an officer of the new Order of the British Empire in the New Year's honors.

The Reconstruction Building Committee of Halifax has now enough temporary houses built to accommodate 5,000 people. Conditions in Halifax are, as far as possible, getting down to normal.

Clay Merrell, editor of the Elk City (Okla.) *Southwestern News*, has been appointed consul at Halifax. Before going to Elk City, Mr. Merrell was managing editor of the Texarkana (Tex.) *Four States Press*.

The *Carleton Sentinel* of Woodstock, N.B., has just celebrated its 70th birthday, and under the direction of its able managing editor, S. L. Lynott, is continuing to live up to the standard maintained for so many years.

The Richmond Printing Co., whose plant was destroyed by the Halifax disaster, and whose sole survivor is Wm. Orr, has purchased the plant and building of Holloway Bros. Holloway Bros., who have been in the printing business for over fifty years, have retired.

The St. John *Telegraph and Times* have added the sixth machine to their linotype battery. The new machine is a model 14, with all the latest improvements, with three regular magazines and auxiliary for setting headline and other large type. Steadily increasing business made additional equipment necessary to handle the volume of advertising.

R. W. Gould has severed his connection with the *Maritime Retailer*, and, with W. F. B. Paterson of Paterson & Comnany, printers, also of St. John, has formed a partnership to publish a new monthly magazine. The new publication will be named *Maritime Business*, and, as its name indicates, will appeal to the business men of the maritime provinces. It will deal with matters of general interest to merchants and other business men.

John H. Jost, who for the past eighteen years has been a member of the Halifax Chronicle Publishing Company staff, has resigned his position. The staffs of the business, editorial and mechanical departments of the *Morning Chronicle* and the *Daily Echo* presented him with a handsome gold watch appropriately inscribed, together with an address expressing the feelings of his fellow-workers towards him.

The *Acadian Recorder* of Halifax, which entered upon its 105th year on January 1, has the rather unusual distinction of having been owned by the same family since it was established. The paper also has been notable for its independence throughout its career. The recent Halifax disaster caused an interruption of only one day, and the paper appeared as usual on the day following.

Joe Gorman, a son of the late Thomas Gorman, for a time editor of the Summerside *Journal*, and subsequently of the Ottawa *Citizen*, was killed in action. He came of a newspaper family, his father being a journalist, while an uncle was well known in newspaper circles in Montreal. His brother is sporting editor of the Ottawa *Citizen*. In sport he was probably best known in eastern Canada as a lacrosse player.

Captain Arthur N. Carter of St. John has been awarded the Military Cross. He was formerly a member of the writing staff of the St. John *Times*, but had gone to England as a Rhodes scholar at Oxford, and when war was declared promptly enlisted. His promotion was rapid, and in a few months he was given his commission, later his captaincy and the command of a machine gun company, and recently was recalled from the trenches to a staff appointment.

In accepting the position of news editor of the Fredericton *Gleaner*, James N. Neville returns to familiar scenes, as the New Brunswick capital is his native city and the scene of his first experience in newspaper work. Beginning in the business office of the Fredericton *Herald*, since succeeded by the *Mail*, he was transferred to the news department, and later joined the reporting staff of the *Gleaner*. In addition to his regular work there he covered the Legislature for several New Brunswick papers, and gained a thorough familiarity with provincial politics. Leaving Fredericton in 1912, he went west and joined the staff of the Calgary *Standard*, of which paper he afterwards became city editor. His next step was to the Winnipeg *Free Press*, where he remained more than a year. In 1917 he returned to New Brunswick to establish a Liberal newspaper in the county of Charlotte, but the formation of the Union Government altered the situation, and the plan was abandoned. Mr. Neville then joined the St. John *Telegraph* and had been a valued member of the writing staff of that paper until he accepted the post with the *Gleaner*.

NEWFOUNDLAND

W. B. Temple, editor Twillingate *Sun*, is on a trip to St. John's this month.

The St. John's *Evening Telegram* has installed a big new press for its newspaper.

The Bay Roberts *Guardian*, after a lapse of some weeks, reappeared on January 11, 1918.

J. A. Barrett, at one time editor *Western Star* of Curling, and now correspondent to that paper with the Newfoundland Forestry Corps in the north of Scotland, has obtained a lieutenant's commission.

W. F. Lloyd, D.C.L., formerly editor St. John's, Nfld, *Telegram*, and leader of the Opposition in the Newfoundland Legislature previous to the coalition of last July, has now become Premier and Minister of Justice.

It is understood that the present editor of the St. John's *Telegram* contemplates resuming his legal practice, and that he will be succeeded in the editorial chair of the *Telegram* by the present editor of the Twillingate *Sun*.

A. B. Morine, at one time editor of the *Mercury* (now not published) and of late residing in Toronto, is returning to New-

foundland. Mr. Morine is a member for the electoral district of Bonavista, in the Newfoundland Parliament.

Confederation of the colony of Newfoundland with the Dominion of Canada has been receiving considerable attention of late. However, up to the present the matter has not taken definite shape, and is not likely to be a plank of either of the political parties at the approaching general elections.

The St. John's daily papers unanimously agreed to conduct a campaign for three months for voluntary enlistment. This arrangement expired with the year just past and now some of them are strongly advocating the enactment of a measure of compulsory draft in order to keep the Royal Newfoundland Regiment up to full strength.

Since the advent of the year 1918 it has been exciting times in newspaper circles at St. John's Newfoundland. Libel suits have been instituted against three of its daily papers, and two of its weekly publications. Criminal libel has also been instituted against former president of the Reid Newfoundland railway and is being conducted in Chambers. In all, a sum of nearly one hundred thousand dollars is involved in the various libel suits pending against newspapers, etc., in Newfoundland at present.

The Dead

David Allan Watt, for a number of years editor of the *Canadian Naturalist*, is dead in his eighty-eighth year.

J. G. Munns, a Chicago newspaperman, who was born in the township of King, three miles from Newmarket, Ontario, seventy years ago, is dead in Chicago. Mr. Munns was identified with the Englewood *Times*, which is published in a suburb of Chicago.

W. R. Dunn, an old newspaper man, of Halifax, and for several years manager of the *Chronicle*, is dead in that city. His father, the late John Dunn, also for many years was manager of the *Chronicle*. W. R. Dunn had been in retirement for the past ten years owing to failing health.

George W. Surbey, a well-known figure in the publicity business in Canada, is dead at Montreal, after a long illness. He was born at St. Mary's, Ont., fifty-three years ago. Entering the newspaper business at an early age, he became editor of the Galt *Reformer*, and later served for some years as business manager of the Brantford *Expositor*. Going to Montreal, he became Eastern representative in the Montreal advertising department of the Montreal *Star* Publishing Company, retiring ten months ago. He suffered a stroke of apoplexy some time ago.

Thomas Cote, a member of the Board of Control of Montreal, and noted French-Canadian journalist, is dead at Montreal. He was born at Trois Pistoles, Que., September 22, 1869. Mr. Cote received his journalistic training in Quebec City, and was afterwards editor of *La Presse*, Montreal, and *L'Opinion Publique*, Worcester, Mass. He was president of the Ottawa Press Gallery for a year. In 1901 he was special census commissioner, and in 1903 appointed secretary of the International Waterways Commission. Mr. Cote represented Canada at the Brussels Exhibition, and was decorated by King Albert. He was elected to the Montreal Board of Control in 1915.

Thomas J. Shanks, chief editorial writer of the Hamilton *Spectator*, is dead in that city. He was born in Belleville, and for some time was connected with the Belleville *Intelligencer*, the Kingston *News*, and was also editor of the Montreal *Witness*. He then became connected with the Wall Street *Journal*, and while thus employed met the evangelists, Moody and Sankey, becoming private secretary for the late Dwight L. Moody. After Mr. Moody's death he became manager of the Kingston *Standard*, afterwards taking the editorship of the *Royal Templar*. For the past six years he had been the chief editorial writer of the Hamilton *Spectator*.

General

Beginning with the February number, *Physical Culture* will adopt the flat style of make-up.

Colonel Repington, the London *Times'* noted war correspondent, has resigned, and has joined the London *Morning Post*.

The noted Irvin S. Cobb is now a colonel. The former Kentucky newspaper man has been commissioned by Governor Stanley of Kentucky as an aide on his staff.

Maximilian Harden has been permitted to republish *Die Zukunft*, according to the *Berliner Tageblatt*. The editor will be allowed to continue his lectures, forbidden a month ago.

Unpatriotic literature is said to be circulating in Western Canada, relating to the war, and the attorney-general is investigating the charge. Pamphlets issued in the International Bible Students' *Monthly*, published in Brooklyn, have been referred to.

The appointment of Leonidas R. Whipple as professor of journalism at the University of Virginia has been rescinded after an investigation of alleged disloyal sentiments expressed by Whipple in an address last week at Sweet Briar College, Va.

The second-class mail privileges will be denied newspapers containing more than sixteen pages in the daily issues and twenty-four pages in the Sunday issue, should a bill introduced by Representative Fuller, of Illinois, become a law. His bill also denies the second-class mailing privilege to publications, the majority part of which consists of advertisements.

In honor of Sir Andrew Caird, the London editor, now the administrator of the British Mission in this country, English newspaper men resident in New York gave a dinner last month for the purpose of congratulating him on the distinction of knightage conferred by King George in reward for signal services rendered during the war. Sir Andrew Caird has been connected with Lord Northcliffe's papers in London and Manchester.

Edgar G. Sisson, formerly city editor of the Chicago *Tribune*, is in charge of the campaign for distributing President Wilson's recent peace outline in Russia. Mr. Sisson became associate chairman of the Committee on Public Information last Spring and was sent to Russia by the President two months ago. Finding the Russian newspapers closed to his propaganda, Mr. Sisson is making effective use of billboards and moving pictures.

Melville E. Stone, Jr., son of the general manager of the Associated Press, died in Pasadena, Cal., on January 4. Mr. Stone grew up in Chicago and was graduated from Harvard with the class of 1897. He engaged in the book publishing business in Chicago for a time with his only brother, Herbert S. Stone, who lost his life on the Lusitania. In 1906 Mr. Stone sold out his interest in Herbert S. Stone & Co., and early in the following year became general manager of the Associated Sunday Magazines.

Of the 130 daily papers in Canada, only 26 are still sold at 1 cent for single copies; 68 are 2 cents and 36 are 5 cents each. West of the lakes, all single copies are 5 cents. Mail subscriptions are also higher. There is but one "dollar daily" now, a four-page evening paper in a Maritime Province, in which region is also published morning and evening papers. Canada has 17 dailies at $2.00 a year, 12 at $2.50, 53 at $3.00, 3 at $3.50, 25 at $4.00, 11 at $5.00, and 1, a morning paper, at $6.00.

The Supreme Court of the United States has been asked to expedite the suit brought by the Associated Press to prevent the International News or Hearst service, from pirating news from the former organization. Injunctions restraining the International News Service from that practice were granted by the lower courts, and appeal was taken. The court was asked to fix April 15 for hearing arguments. The motion to have the case called for early hearing was concurred in by the Associated Press.

The Hearst newspapers have started a national subscription fund to "Rebuild France," opening the contributions themselves with $5,000.

The London *Daily News* and the *Star* have reverted to their old price of one penny (two cents), leaving the *Daily Express* as the only half-penny paper in the city.

Nicholas Vassos says that he has suffered damages aggregating $850,000 by being called a leper and he demands that amount from the *Post-Standard* Company, of Syracuse, N.Y., in a suit just filed in the Supreme Court. Among the damages which Vassos alleges he suffered was the loss of his wife's love and affection, which he appraises at $500,000.

Two hundred and fifty men and women representing all branches of local and national advertising, newspapers and the trade press met at the Aldine Club, New York, on the evening of January 31 to express to President Wilson their appreciation of his appointment of a Government division of advertising and to pledge him their wholesouled support in his conduct of the war.

Sir Frederick E. Smith, British Attorney-General, who visted last month Canada and the United States, issued an emphatic repudiation of an interview attributed to him in a recent issue of the Boston *Post*. In this alleged interview, the report of which aroused bitter resentment, Sir Frederick was credited with saying that it was he who forced the execution of Sir Roger Casement, by threatening to resign if Casement were reprieved. He was also quoted as speaking of Ireland as a "Tuppeny country," and as boasting of his own opposition to Home Rule and of his connection with Sir Edward Carson and the Ulsterites.

At a meeting of publishers of dailies in the smaller cities of Minnesota, and North and South Dakota, held in Minneapolis, the Northwestern Daily Press Association was organized. The association immediately contracted with S. C. Theis as the special national advertising representative of its members. Mr. Theis formerly represented the North Star Press Association and more recently has been manager of the advertising department of the American Press Association. Mr. Theis will open offices immediately in New York, Chicago and Minneapolis.

C. Donald Fox, whose association with the staff of a Toronto newspaper ceased in 1916 after the local police had investigated the young man's connection with a proposal to send Christmas boxes to soldiers overseas, has been sentenced to three years in the penitentiary in New York for petty larceny. According to the indictment upon which he was found guilty, Fox put false endorsations to two cheques which had their origin over a scheme to promote a Navy and Army bazaar. The judge gave Fox an opportunity to enlist and stated that if he did the sentence would be suspended.

Dr. William T. Ellis, of Swarthmore, Pa., who writes for a large number of American dailies upon religious topics, is sailing this month to Europe and Asia to finish up his investigations of the effect of the war upon religious conditions. He bears a letter from Cardinal Gibbons to the Pope, whom he will interview, and he will also go to the front in France and study religious conditions in Great Britain. Dr. Ellis returned to America at Christmas in order to report to Washington on Russia. His series of articles upon the latter country are now running in the *Saturday Evening Post*.

Newspaper work has been denied U.S.A. army men. A War Department order forbidding officers and men in the army to publish books on military instruction or tactics without first submitting them to the General Staff has been amended to prohibit also persons in the military service from serving as correspondents for newspapers or other publications. Even publication of personal correspondence will be prohibited. The War Department adds, however, that no objection is held to the publication of a soldier's private correspondence with his consent, providing the letters are sent through the regular censorship machinery.

Courtesy, Service, and Stick-to-it-iveness

Secrets of Hugh J. Logan's Success—The Story of a Successful Binders', Printers' and Paper Box Machinery Business -- "Tell it to Hughie," if Your Brow is Wrinkled with Machine Troubles

By P. O. WELL

SOME hustler! Couldn't help being otherwise if he were to try.

Hugh J. Logan first peeped at the peep o' day forty-one years ago in Egmondville, of which Seaforth, county of Huron, Ontario, is a suburb.

John Logan, father of the victim of this sketch, with his family, removed from Seaforth to Toronto. The family was composed of three sons and the parents.

Hugh J. Logan is probably the best known bookbinding machinery man in the trade in Canada, having had the longest practical experience. In 1890 he started his business career in the office of the late J. L. Morrison, and with Mr. James Brown established the firm of The J. L. Morrison Co., dealers in bookbinders and paper box makers' machinery, remaining as superintendent with them for fourteen years, when he decided to establish a business of his own.

He opened up on Sheppard Street, but in two years was forced to move to larger premises at 136 Bay Street, then again in four years to still larger and more convenient premises at 114 Adelaide Street W., where he is now located. I believe and am backed in my opinion by the trade supply houses (who are all his friends) that Hughie knows and in a practical sense understands bookbinding machinery better than any other man in Canada today, due partly to his long association with the line and to his natural born ability. This knowledge has been recognized on several occasions by some of the large American manufacturers from whom Hughie has received offers which would tempt the Gods, but his Scotch love for the country of his birth and his determination has held him here, which I do not think he has had cause to regret.

Many of the improvements made on wire stitching and folding machines (two of the principal machines used in bookbinding) may be accredited to Hughie as adopted by the manufacturers, as he is acknowledged THE expert on these complicated devices of the trade. Honest and sincere in his convictions, he seems to sense the cause on inspection.

His friends are legion, and in my travels I have found as Tommy Bateman once said, "Hughie, you may not be the most popular man here, but you are certainly the best known." To know him is to like him, and to have business dealing with him increases your respect and friendship for him. If you don't already know him ask any of the people he represents or those of his customers and get acquainted.

Hugh J. Logan

The reader must not imagine that a young man beginning business in a big city has any picnic. Competition is keen. Old-established firms have "both feet" in with their customers. And young fellows are treated with a "patronizing" air—to be tolerated, but—

Courtesy, service and stick-to-it will beat down patronizing indifference, and attract notice and respect—and business. American machinery manufacturers were looking for live Canadian representatives, and "Hughie" was offered and accepted, among others, the Canadian business of the Brown folding machines of Erie, Pa., the Latham Machinery Co. of Chicago, Monitor stitchers and binders' and printers' machinery; the National Thread book sewing machines, and several others.

A fully equipped machine shop takes care of repairs and other troubles of those in the above trades. When war broke off trade with Germany many costly machines from that country would have been forced to the scrap-heap for lack of repairs and parts. A skilled workman himself, and just as highly skilled employees, those who entrusted their "troubles" to them were saved a wrinkle or two of the brow. "Tell your troubles to Hughie," is a common word of advice.

A few of the many concerns operating machinery purchased from Hugh Logan are: Esdale Press, Edmonton; *Herald*, Calgary; *Leader*, Regina; Bulman Bros. and *Telegram*, Winnipeg; Government Ptg. Bureau and Mortimer Co., Ottawa; *Herald* Press, Southam Press and *La Patrie*, Montreal; *L'Action Sociale* and *Chronicle*, Quebec; *Whig* and Jackson Press, Kingston; *Examiner* and *Review*, Peterboro; London Printing and Litho., *Advertiser* Job, A. Talbot & Co., and Lawson & Jones, London; Reid Press and *Spectator*, Hamilton; Regina and Toronto shops of Robt. Simpson Co., T. Eaton Co., Southam Press, W. J. Gage Co., Warwick Bros. & Rutter, Murray Printing Co., Methodist Book Room, Rolph-Clark-Stone, T. H. Best, R. G. McLean Ltd., Bryant Press, and PRINTER AND PUBLISHER, Toronto.

An obliging little cuss: a letter asking information about anything in binders' and printers' machinery will bring a prompt reply. I am sure of that. If he can save you a dollar or two, the duty will be cheerfully performed. There is a fraternity among real business men.

At play Hugh is a real baseball and lacrosse fan. He managed the old Toronto City League successfully and piloted baseball championship teams — and he can "root" some, too. He is a member of the Ontario Club, fraternally a Mason, and worships in the kirk of his forefathers.

Lastly he is a bachelor—and should know better.

H. J. Logan's Showrooms, 114 Adelaide Street West, Toronto.

PRINTERDOM

The immediate necessity for raw materials used in the manufacture of printing ink forms the text of a communication that has been sent to Senators and Representatives in Congress by the National Association of Printing Ink Makers, Inc. The manufacturers assert shipments of materials have been held up in spite of repeated protestations to officials in Washington.

The College of the City of New York and the Stuyvesant Evening Trade School are each offering two free evening courses in typography, proof-reading, copy-editing and printers English to men and women who are engaged in the printing, publishing, advertising and editorial lines, and other allied crafts and professions. The courses are conducted by Arnold Levitas.

W. T. A. NEWS NOTES

BLANKS have been sent to the membership of the United Typothetae of America, for a report of their hour costs for the year 1917. These reports, when submitted by members operating the standard cost finding system are used in making up the composite cost average for the past year. It is suggested that printers desiring to assist the cost commission by sending in their figures, begin at once the compiling of their statistics so that the blank may be filled out promptly and sent to the national office. An extra effort now on the part of each contributor will mean an early publication of the composite statement of cost of production for the year 1917.

Revisions to the standard price list issued by the United Typothetae of America have been mailed to the membership. These revisions are based on 1916 costs, determined by the composite statement. Members should issue instructions to clerks to look out for these revised pages and insert them immediately in their proper places in the standard price list.

Over 250 students have been enrolled in the United Typothetae of America standard estimating course for printers. Some of these enrollments represent individuals taking the course by correspondence while others represent individuals taking the course by group study, which is carried on through local Typothetae organizations. Those interested in estimating and cost-finding and wishing to obtain full particulars are invited to write national headquarters, Chicago.

A second edition of the treatise on the standard cost finding system is just off the press. This booklet shows the various blanks used in connection with the system and are filled in with actual records to illustrate the complete methods of application. A copy of this treatise will be sent to those interested, free of cost.

Sample copies of the standard proposal blank, containing the trade customs, may be obtained from the headquarters office of the United Typothetae of America, 608 South Dearborn St., Chicago.

The demands for the services of cost accountants of the United Typothetae of America is ever increasing. Many local Typothetae are adopting an accounting service in connection with their other activities; this service under the supervision of the accounting staff of the national organization is conducted by having a qualified accountant employed by the local association, to render assistance directly to each member as the occasion demands. Wherever tried, this plan has met with genuine success and worth while results have been obtained. Many individual members throughout the country, are requesting cost installation service, which puts heavy demands on the field accountants of the national organization.

TO HONOR CHARLES FRANCIS

AN ATTENDANCE of 1,000 is expected at the testimonial dinner to be given for Charles Francis, founder of the Francis Press and pioneer in arbitration for the settlement of differences between printers and their employes. The dinner will be held in the Aldine Club, February 16. A bronze portrait bust of Mr. Francis will be presented to him at the dinner, a testimony of his services and in remembrance of his seventieth birthday.

Mr. Francis was born in London, learned the printing trade in Tasmania, New Zealand, and practised it in London and in several cities of the United States. He was the first president of the Printers' League of New York, and is now president of the Printers' League Section of the Employing Printers' Association. He was also the first president of the Printers' League of America, and is treasurer of the Aldine Club, president of the A. E. Beals Corporation, and director of the Rockland County Trust Company.

J. I. BEALL APPOINTED

Further evidences of Oswego Machine Works' growth and success, and the extension of the Oswego cutting machine service, are in the addition of a large new steel, stone, glass and cement building to the already large machine works at Oswego, N.Y., and the installation of a large number of new, heavy, latest improved machine tools, with further buildings in prospect, and also in the appointment of James I. Beall as south-western representative covering the Middle West and Southern States, with office at St. Louis, Mo.

BROMPTON PULP COMPANY

THE Brompton Pulp and Paper Company, has acquired two American concerns, the Claremont Paper Company of Claremont, New Hampshire, and Wyman, Flint & Sons Company, of Bellows Falls, Vermont.

HOE PRESS FOR EDMONTON

The Edmonton *Journal* announces the arrival of a new straight line sextuple Hoe press. The press has a capacity of 48,000 per hour on 4 to 12 pages; 24,000 per hour on 14 to 24 pages; 12,000 per hour on 28 to 48 pages. The size of the page will be 8 columns, 12½ ems, and 21½ inches deep. With this press installed the *Journal* will improve its service to its readers, and the paper will present a more attractive appearance in view of better reproduction from electros and stereos.

APPOINTED EASTERN MANAGER

FERD. A. Hellyer, formerly assistant advertising manager of the *National Builder*, of Chicago, has been appointed Eastern Manager with his offices in the Hudson Terminal Buildings, New York City. He will have charge of the entire Eastern territory. Mr. Hellyer is also representing the magazine *Concrete* of Detroit, Mich., and will cover the same territory for both magazines.

RAY FEEDMORE ATTACHMENT

THIS invention attached to the feedboard of platen presses greatly assists the operative and increases the output. It is a time-saver and makes for the highest efficiency. Those who have experienced "sticking" tags, envelopes, cards and so forth into platen presses will appreciate any contrivance that will keep such bulky stock from "going to the mat," or the stopping of the press every hundred impressions or so to get more stock and to remove the printed product to some table or stand. The Feedmore does away with these annoyances. The cost is very reasonable. A Vancouver printer writes enthusiastically about it.

INTERTYPE CONVENTION

THE executive staff of the Intertype Corporation, heads of departments, sales managers, and salesmen, to the number of sixty, recently completed a most successful three days' convention.

The convention was held from January 3rd to 5th, and was presided over by Henry W. Cozzens, general sales manager.

A particularly helpful part of the program were the seven-minute papers read by each salesman on his most difficult sale and how he consummated it.

One session was addressed by Jason Rogers, publisher of the New York *Globe*, his subject being "Salesmanship From the Buyer's Point of View."

FIRE CAUSES REMOVAL

FIRE on Jan. 20, did considerable damage to the plant and machinery of the Toronto Electrotype and Stereotype Co., at 111 West Adelaide Street. They are now located in the Douglass Building at 122 Adelaide West, immediately opposite their former workrooms.

PAPER SALES, LIMITED

OFFICERED with Robert Rolland as president and John Hewitt, Jr., as treasurer, two bright young men, favorably known in the Canadian paper industry, Paper Sales, Limited, opened sales rooms in the Bank of Hamilton building, Yonge Street, Toronto. The company represents the better paper mills of the United States and Canada. The papers handled run from the finest enamelled book to newsprint, bonds, blanks, boards and pulp.

ELECTED DIRECTOR

GEORGE W. Pauline, sales manager of Ritchie & Ramsay, Limited, Toronto, was on Jan. 16 elected a director of the company. Mr. Pauline's advancement with the big coated mill paper people has been very rapid. First clerk, then travelling representative, then sales manager, and now director. Mr. Pauline will continue to have full charge of the selling department.

LINOTYPE PRICES UP

The Mergenthaler Linotype Company, New York, has issued the following statement to the trade:—

"We regret that owing to the increase in cost of labor, raw material and everything entering into the cost of manufacture, we are obliged to announce a moderate advance in prices.

"Effective on and after February 1, 1918, the list prices of parts and supplies made by this company will be advanced ten per cent.

"One-letter matrices will be advanced to $60 per font; four and one-half cents each as sorts. For the present there will be no change in the prices of fonts of head-letter or two-letter matrices.

"Magazines now selling at $100 will be advanced to $110. The price of auxiliary magazines will be increased to $20 each. Model 9 magazines will remain at $150 each for the present."

INTERTYPE INFORMATION

A NEW book, Intertype Information, has been issued by the Intertype Corporation, 50 Court St., Brooklyn, N.Y. It is designed for Intertype operators and others interested in this machine. The contents consist of suggestions and data. Operators will welcome this publication which is attractively and substantially prepared.

CONDENSED ADVERTISEMENT

FOR SALE

NEWSPAPER AND JOB PLANT FOR SALE, Western Ontario weekly; opportunity. Box 582, Printer and Publisher. (p4p)

SUBSCRIPTIONS

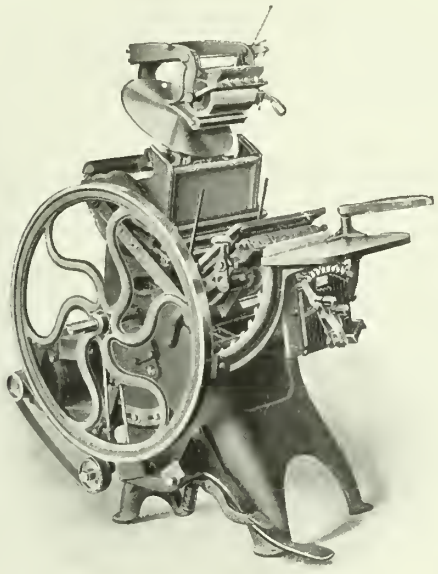
That are in arrears should be sent to us for collection.

No Collection— No Charge

PUBLISHERS' PROTECTIVE ASSOCIATION

Goodyear Building, 154 Simcoe St.

TORONTO, ONTARIO



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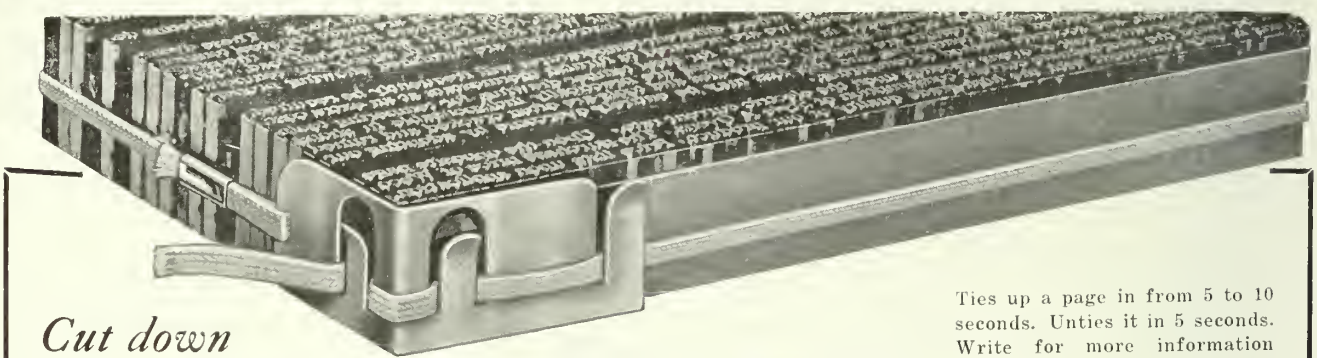

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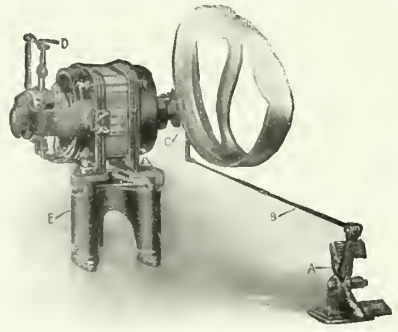

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MacLean's Magazine

for FEBRUARY

In this issue are short and long stories by Alan Sullivan, E. Phillips Oppenheim, Archie P. McKishnie and Ethel Watts Mumford. There is a war poem by Alfred Gordon. The special Business articles which are a feature of every issue of MACLEAN'S MAGAZINE, and the department of Women and t heir Work, are present.

The Review of Reviews Department contains satisfying presentations of literary and descriptive articles taken from the leading magazines of the world. The story of Hon. Henri Beland, Canadian prisoner of war in Belgium, is told in this number of MACLEAN'S MAGAZINE. There are biographical sketches of Thomas Findley, President of Massey-Harris Company, and of George J. Desbarats, C.M.G., who has done so much for Canada's development of her Naval service.

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Jim Hill *said:*

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If not, you will lose.

You're Up Against a Condition

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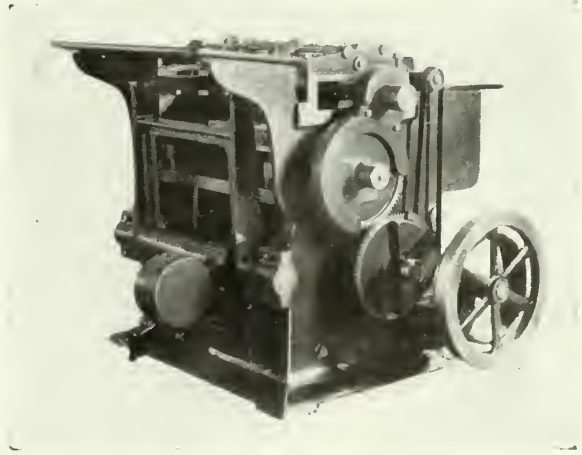

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Read what the Bolton Enterprise said of our service in 1912. "Gives great satisfaction."

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Gentlemen:—

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I have much pleasure in recommending your firm to Canadian publishers as it has been a pleasure to do business with a firm that gives such great satisfaction as yours.

We will send you another list for collection during the coming month.

Yours truly,
F. W. LEAVENS, Publisher

The Enterprise is still sending us their delinquents to round up. There must be a reason.

And what the Morrisburg Leader says of us in 1917. "The parties you have collected from are to-day the most prompt and best subscribers."

September 29/17

The Canadian Mercantile Agency,
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Gentlemen:—

We have received latest statement, containing cheque. Thanks.

We feel it is almost our duty to say a few words of appreciation in recognition of the splendid service which you have rendered us. It might be amusing for you to know of some of the advices we had from newspaper men who had dealt with other Collecting Agencies, prior to sending in our list. Among them one said, "Send in your lists of accounts to a Collecting Agency and you will owe them before they get through." We have since had the pleasure of recommending your service to this same party whom we are sure you have received business from.

On going over our accounts sent you since the 10th of June, 1915, we find the following has been the result, which I must say, far surpassed our expectations. We sent you 155 claims, large and small, of these we have received payment of 128; two were withdrawn by us; two were reported enlisted for overseas; three were untraceable and two disputed. So that figuring it up, we find that you have collected 83% of the accounts to date, sent you. It is certainly a record, and we hope to have another list ready for you soon, for we find, that contrary to what we had anticipated, most of the parties you have collected from, are today the most prompt and best subscribers we have.

Thanking you for prompt returns.

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Stewart, Geo. M., 92 McGill St., Montreal.

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Standard Paper Mfg. Company, Richmond, Va., U.S.A.

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Stewart, Geo. M., 92 McGill St., Montreal, Que.
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Publishers' Protective Association, Goodyear Bldg., 154 Simcoe St., Toronto.

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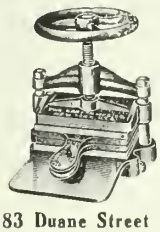
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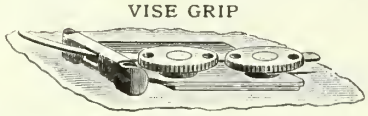

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The Record installed a Model 14 a year ago. So satisfactory has it proved that they have ordered another three-decker with auxiliary magazine.

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MERGENTHALER LINOTYPE COMPANY

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS

Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

March, 1918

The MacLean Publishing Company, Limited
Toronto : Montreal : Winnipeg

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Fibrestoc Cover, made in Canada, escapes the duty paid on imported covers—a matter of $3 and upwards per ream—that is, on covers the equal in quality of Fibrestoc.

Fibrestoc Cover stock "dresses up" Catalogues, Booklets, Folders and so on—quality stock for quality work—yet it's not expensive.

Colors White, Buff, Blue, Grey, Brown and Green lend themselves to beautiful effects with colored ink combination.

Browns and Greens are stocked in "double thick" for the heavier Catalogues and are priced at the same reasonable rate per lb. as the other weights.

Your 'phone or letter will bring samples of *Fibrestoc.* Ask our salesmen about it.

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Colored Papers of all Kinds a Specialty.

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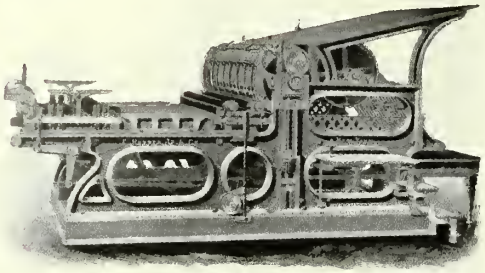
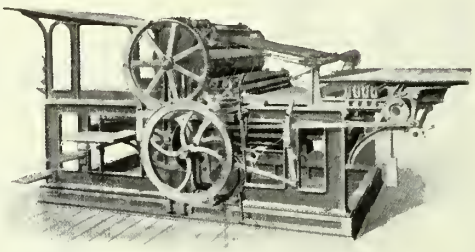
3 Press Bargains

First-Class Newspaper Machines

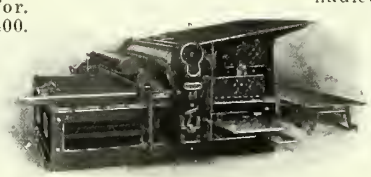


POTTER TWO-REVOLUTION, rear delivery, bed 36 x 48, capable of handling anything a rear delivery press is built for. Will print a 6-col. quarto paper. Price $400.

Regular selling price of these machines from $800 to $1,000



CAMPBELL TWO-REVOLUTION, front fly delivery, bed 37 x 52, good condition, overhauled; just the press for country office; easy on power; 4 form rollers; as illustrated. Will print 7-col. quarto. Price $500



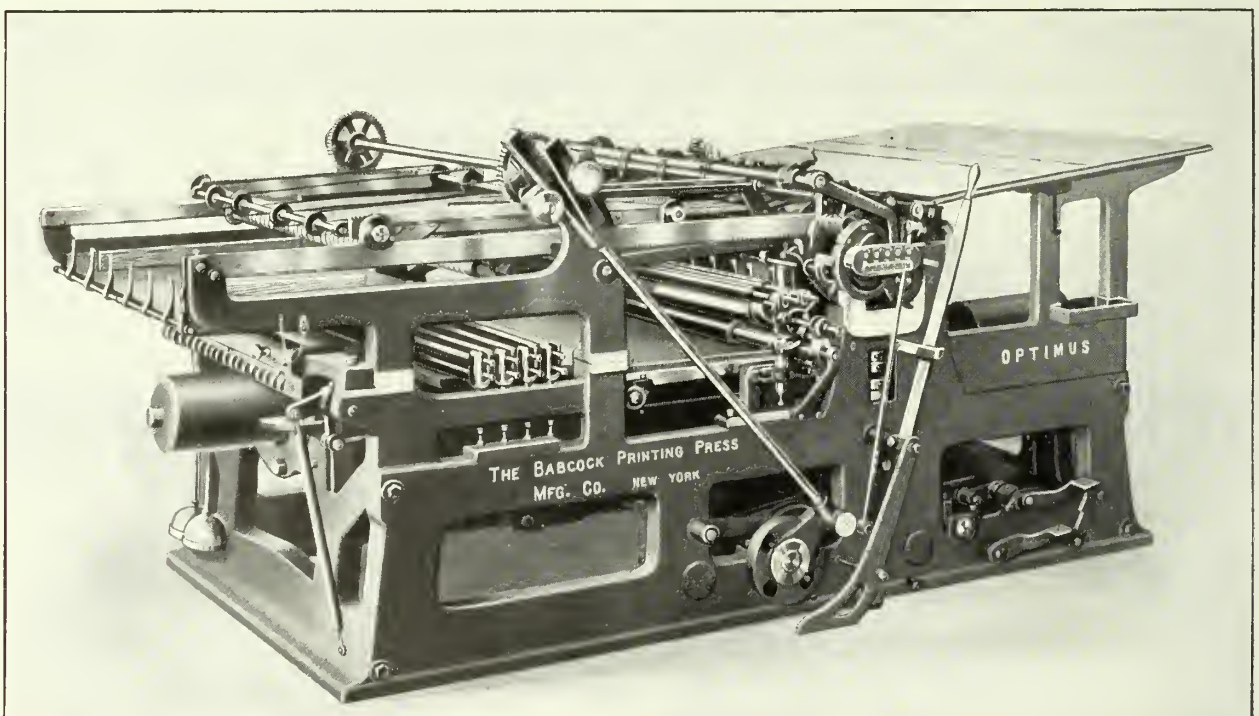
WHITLOCK, rear delivery, 4 form rollers. Will print 6-col. quarto. ..... Price $350

Write for information

Terms if required

MANTON BROS., 105 Elizabeth Street, **TORONTO**

THE BABCOCK "OPTIMUS" No. 35



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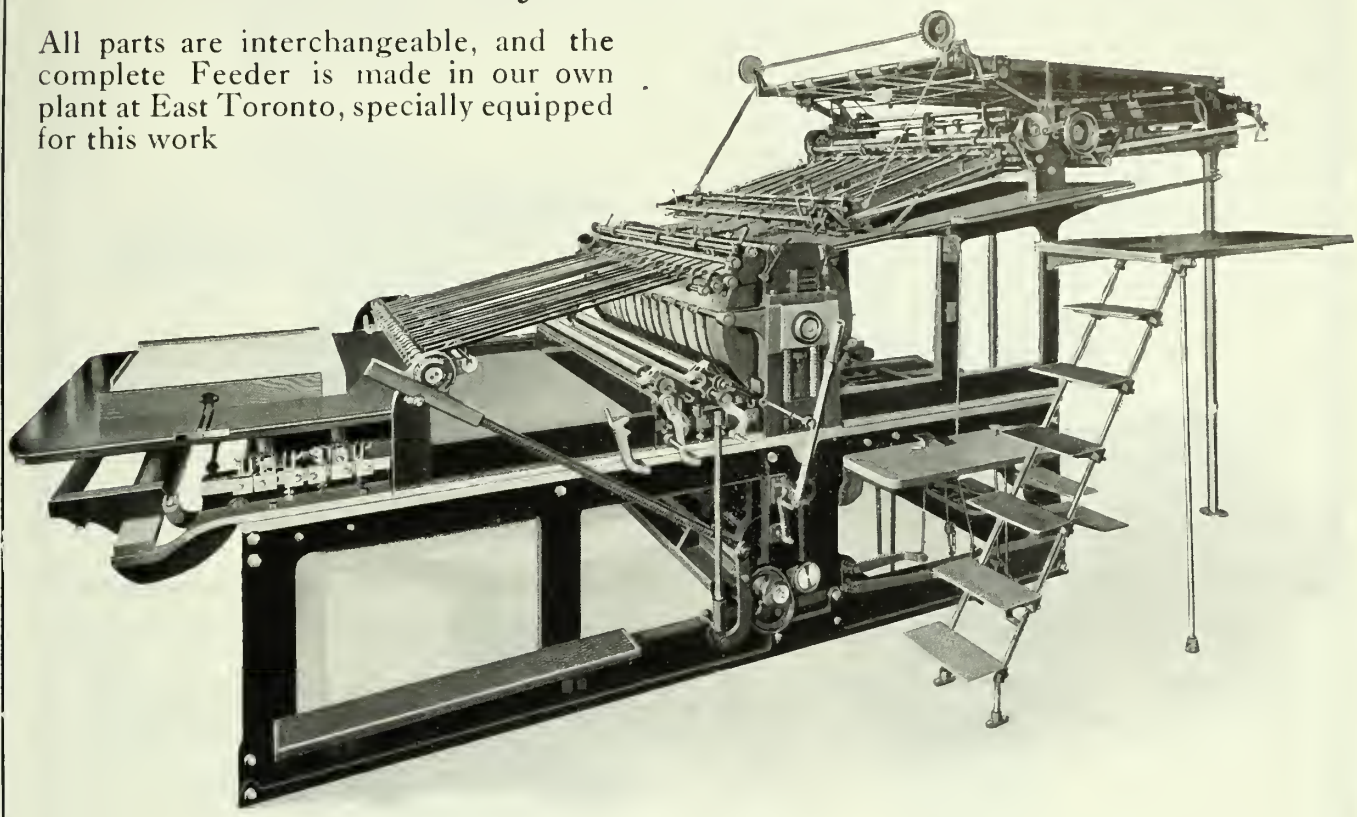
Continuous Sheet Feeder

Entirely a Canadian Product

All parts are interchangeable, and the complete Feeder is made in our own plant at East Toronto, specially equipped for this work



The Last Word in Automatic Paper Feeders

Write us for full particulars. We will be glad to discuss your production problems with you

Winnipeg, December 8, 1917.

Toronto Type Foundry Company, Limited,
Winnipeg.

Gentlemen:

We feel impelled to write you a line in reference to the Camco Continuous Feeder attached to No. 1 Miehle. It has given unqualified satisfaction since installation. Simplicity and positive action are the outstanding features of this feeder, thus making it possible to get started quickly, and obtain steady running.

It is gratifying to know that such a thoroughly efficient machine is being manufactured in Canada.

Yours truly,
SAULTS & POLLARD, LIMITED,
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Manufactured and sold by

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A Job-Press Motor that has absolutely no External Controllers or other Complications.

Many thousand printers in Canada and the United States rejoice in the possession of Kimble Motors that run their job-presses at less electrical-cost, less labor-cost and less repair-cost per 1,000 impressions, than any other motors in existence.

In the Kimble Job-Press Motor (for alternating current only) the speed of operation is controlled by pressure on a foot-lever and speeds respond to this flexible pressure not by "steps" but by infinitesimal gradations.

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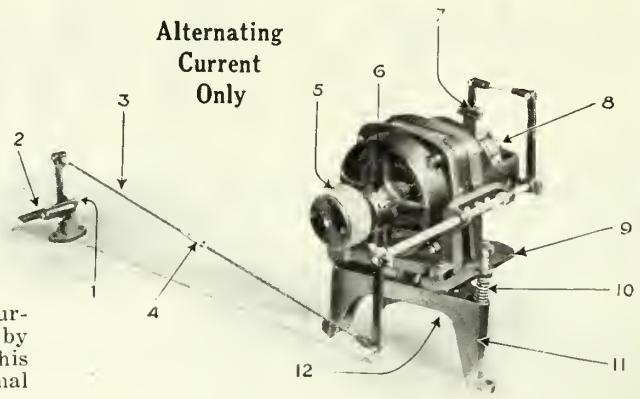

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3. Simple control-rod.
4. Insulated coupling.
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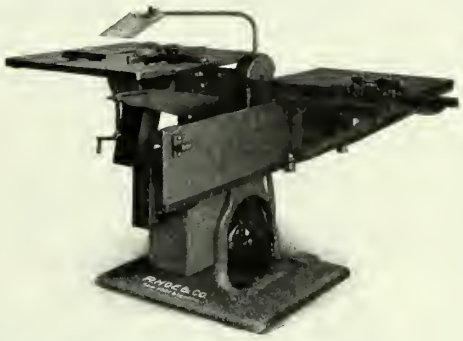

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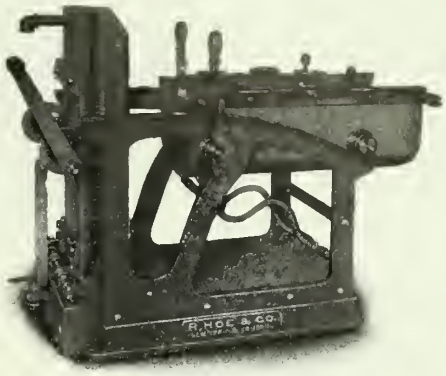

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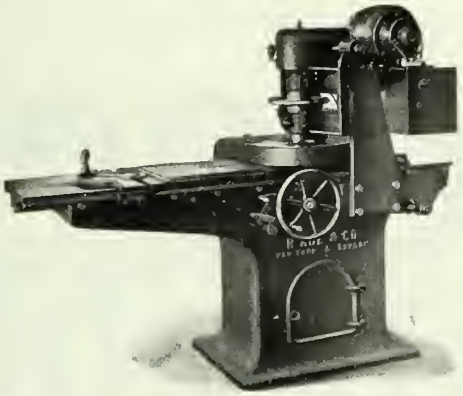

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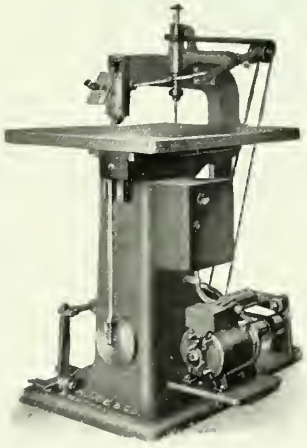

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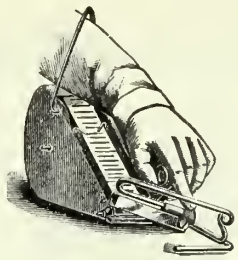

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12x18—2,800 lbs.
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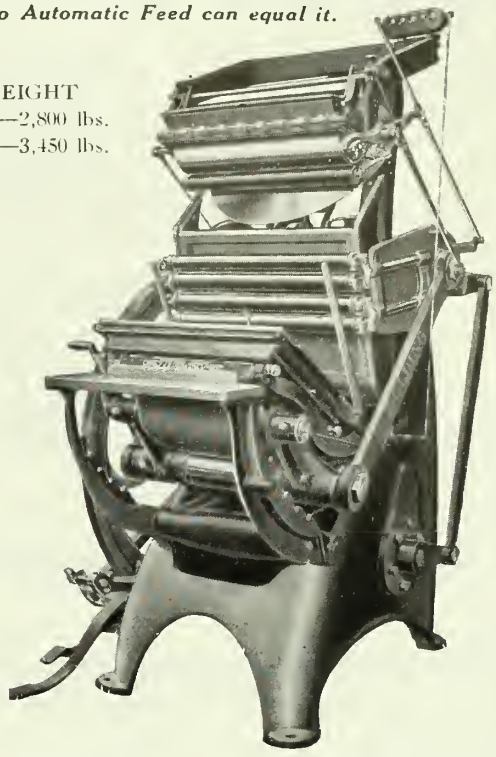

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An extensive line of Presses, Cutter and Printer's Tools
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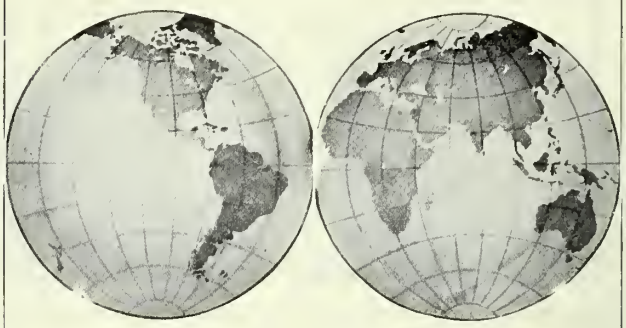

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There is no better made for successful blotter work. Behind every bit of it is a 30 years' success record.

May we send you samples of this and "Hollywood" and "Reliance"—two others of our lines.

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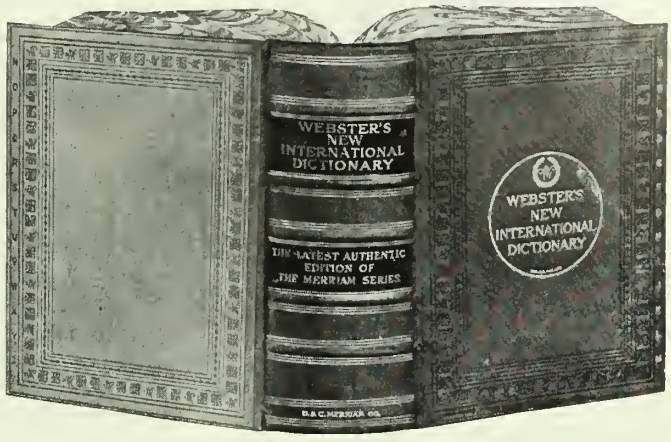
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$6.50 per 100 sheets

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Per lb. 25c.
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Per lb. 29c.
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Manufacturers of

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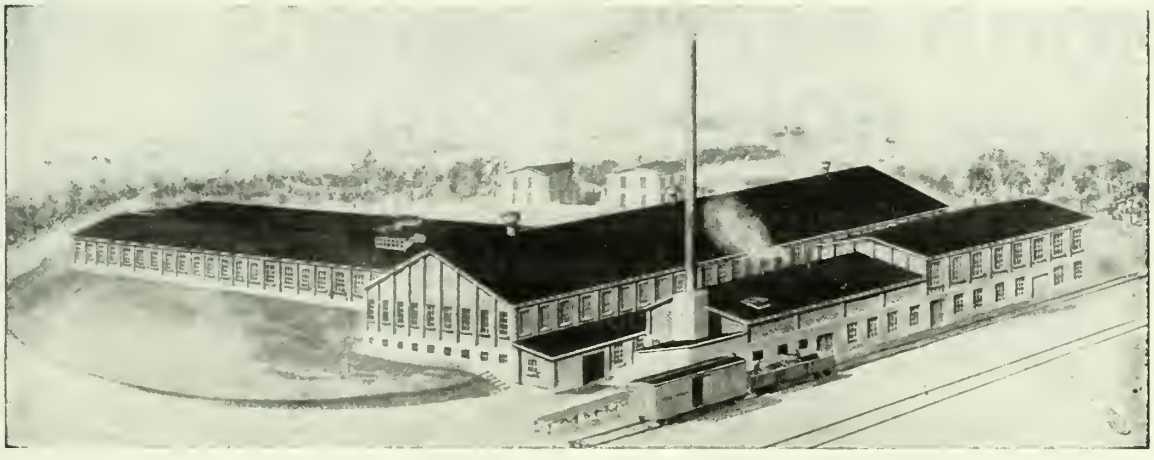

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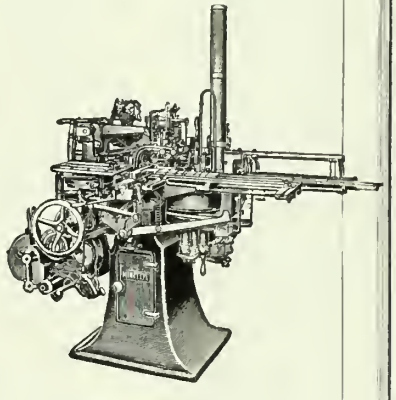
Is Waiting to Reduce the Cost of All Your COMPOSITION

When you set type on the Monotype you do not pay for the type, but merely for the composition at a lower price than you would have to pay for it if done in the old-fashioned way—by hand with type bought from the foundry. The reduction is still greater on tabular and intricate work.

When you make type for use in the job room, you get it at less cost because it is the by-product of a machine that would otherwise be idle, with expenses running on just the same. You get new type instead of using old type over and over, and also get a large reduction in cost of make-ready.

When you adopt Non-Distribution you not only get machine composition at a less cost, and type at a less cost, but you put efficiency into your hand composition, increasing the output and at the same time eliminating all non-productive time and thus reducing the hour cost.



YOU CANNOT AFFORD TO RUN A COMPOSING ROOM WITHOUT THE MONOTYPE

Which Pays for Itself in Two Years and Keeps on Piling up Savings

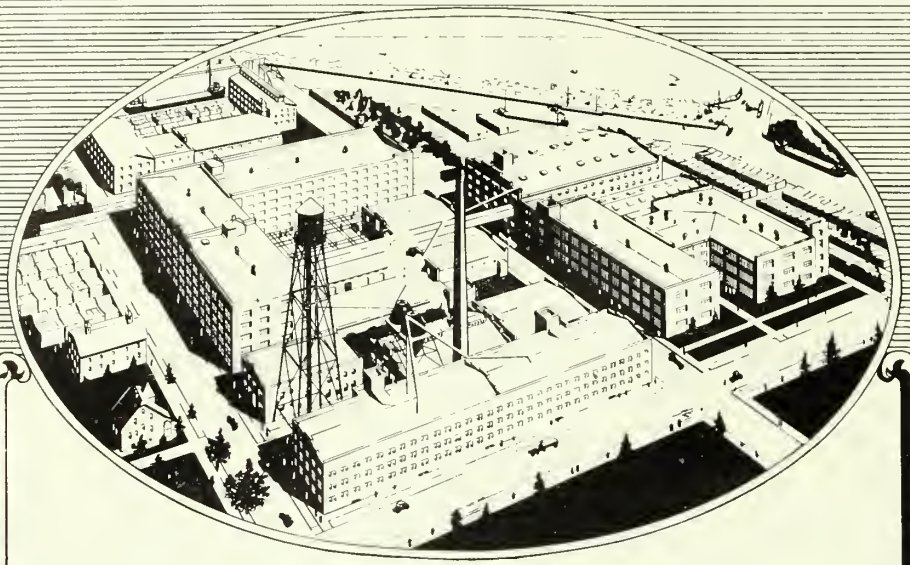
LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK, World Building — BOSTON, Wentworth Building
CHICAGO, Plymouth Building — TORONTO, Lumsden Building
Monotype Company of California, SAN FRANCISCO, Rialto Building

171

This advertisement is composed in Monotype Series No. 38 and Monotype Rule



Conserve Man-Power

YOUR country needs the best work from your workmen. Efficiency will help win the war.

You need the best work if you are going to get the maximum profit.

In your composing room you can save from 10 to 20% in labor with modern Hamilton steel equipment. In addition to the above there are other important savings effected by this equipment.

From a standpoint of profits you can not afford to overlook these savings. Many printing plants, large and small, throughout the country, have availed themselves of the advantages of Hamilton equipment and service. An efficiency engineer to study your conditions and aid you to proper equipment will be sent on request. Help yourselves and your country at the same time by having your plant made efficient.

Hamilton Equipments carried in stock and sold by all prominent typefounders and dealers everywhere.

THE HAMILTON MFG. CO.

Main Office and Factories:
TWO RIVERS, WIS.

Eastern Office and Warehouse:
RAHWAY, N. J.

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York St.; Montreal, 345 Craig St. W.; Rex V. Hand, Representative for Maritime Provinces and Newfoundland, care of Dufferin Hotel, St. John, N.B.
Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., 175 McDermot Ave., Winnipeg.
Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.; Anglo-Canadian Type and Printing Machinery Co., Ltd., corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

The Paradise of Lots of Work at a Profit

The Problem of Selling Enough — Printers May Rely Too Heavily on Their Cost System — Volume of Sales a Big Objective — The Asinine Stupidity of Price-Cutting — The Rosy Days Ahead, After Most of us Now Living are Dead

HENRY UPTON, president of the Dominion Press, Montreal, has a scale of hour charges lower in respect of most items than those advocated by some other employing printers. Some months ago Mr. Upton contributed to PRINTER AND PUBLISHER his figures and views, and in so doing raised a small storm. Correspondence received has been, as a rule, unfriendly to Mr. Upton's scale of charges.

Of Mr. Upton and his published communications it has to be said that he and they are frank and courageous. He takes a fling or two at his critics, but this is very human. What counts is that he gives figures and reasons for the faith that is in him. Like all other earnest and honest printers, he is contending for fair prices which shall include an adequate net profit. Mr. Upton declares that he makes money and gets business on a scale of charges lower than those proposed by Mr. Kimbark in a recent issue of PRINTER AND PUBLISHER.

REDUCING THE NUMBER OF UNPRODUCTIVE HOURS

A well-taken point by Mr. Upton is that the big thing in the printing business—as in all businesses—is to cut down to the fullest possible extent the number of non-productive hours. Mr. Upton's contention is that his hour charges, lower than those which some other competitive printers quote, get him the volume of business necessary to keep his men and plant fairly busy. Assuming that this is so, and assuming that Mr. Upton's hour costs are sufficient to cover all cost items, and that he is content with a moderate net profit, one is forced to the conclusion that his hour charges are defensible even though they may be considerably lower than those recommended by Mr. Kimbark and others.

ARE ALL COSTS BEING RECOVERED?

One thing which Mr. Upton has not made perfectly clear to all those who have been following his contributions to PRINTER AND PUBLISHER is that, in his cost calculations, he has provided fully for every cost item.

Let us, for a moment, take the enquiry into the costs of doing business into another sphere of operations—common retailing—this to get the point to be made more clearly defined.

Very few retailers in Canada operate their business on a sound and known cost system, though some think they do. Many keep careful track of certain classes of costs, but boldly omit other very obvious items. For example, few retailers charge up, as a cost of doing business, a salary equal to their own and their family's requirements. Here is an item of $1,500, $2,000 or $3,000 or more not provided for. Many retailers omit to charge, as a cost of doing business, interest on capital invested. Many fail to charge into their cost of doing business such items as depreciation on stock, fixtures and equipment; losses from spoilage, shrinkage, or leakage; a charge equivalent to the rental value of the premises they occupy when they own these premises; and losses arising from bad debts. In the aggregate these omitted cost-of-doing-business items may amount to $3,000, or more per year, or quite 50% of all costs. The omission falsifies the cost-of-doing-business records, deceives the retailer, and accounts for the failure of 90% of them to make a sou, in the way of net profit, from their year's effort.

A COST SYSTEM FOR PRINTERS

In the same way many printers—we do not include Mr. Upton—omit from their cost records many items that should most certainly be included; and so they have faulty and dangerous cost systems. No cost system is worth much that does not provide for the recovery of all legitimate costs; and any cost system which omits charges that ought to be included is apt to trip the firm or man guided by it, and keep him poor. Fortunately, the whole subject of a cost system for printing establishments has been most thoroughly investigated—a cost system for both large and small plants; and this system—the Standard Cost System of the United Typothetæ of America (608 South Dearborn St., Chicago)—can be had at small expense by any employing or other printer. It is complete, dependable, and available. Nothing stands in the way of its installation by every printing shop in Canada except the proprietor's own lassitude—that Mexican atrophy of energy that postpones everything, except eating, drinking and money-making, until to-morrow.

DON'T LEAN ON YOUR COST SYSTEM

But the possession and installation of the Standard or any other cost system does not guarantee orders. Here is where the hole in the bridge occurs. Many feeble-willed and feeble-minded men rely on system—on clothing and harness and paint and front—to get them orders. The price of orders is sweat—something that comes from inner energy.

HOW MUCH BUSINESS PER DAY AND WEEK?

When a printing establishment knows that its costs of doing business, omitting materials and including labor, service and overhead, are $6,000 a year, $9,000, $15,000, $30,000, or more, then it is up against a real man-size problem. Let us look at this problem:—

When operating costs per annum, including a net profit, are:	It means business on an average (with cost of materials omitted), of
$ 3,000	$ 10 a day or $ 60 weekly
9,000	30 " " 180 "
15,000	50 " " 300 "
30,000	100 " " 600 "
45,000	150 " " 750 "
60,000	200 " " 1,200 "
90,000	300 " " 1,800 "

Now, when an employing printer has his daily and weekly requirement staring him in the face all the time—a grinning, evil devil — he knows that he must hustle. Which means that he must get out after business—compel business; and the more he cuts prices the more he has to sell.

THE STUPIDITY OF PRICE-CUTTING

When a printer perceives that every time he gives away a dollar he has to sell just so much more to recover the dollar thrown away in a friendly or joyous spirit, then it is likely that a frown will build itself on his noble brow, and that the corners of his lips will turn downwards, and that he'll begin saying, "By Heck, I'm a fool, a triple X, No. 13, unmitigated ass." When a man begins to call himself hard names it is a sign that he is going to repent him of his sins, and try to do better in order to get into the paradise of a profit-on-every-job.

MOST OF US ARE POOR MERCHANTS

Printers, publishers, manufacturers, retailers, everywhere in Canada, and in multitudinous numbers, are poor, poor salesmen. Their failure to be merchants like Wanamaker and Timothy Eaton is due in part to a lack of perception, in part to the common or garden variety of laziness, and in part to a keen dislike to separate themselves for a few minutes,

hours, days, months, or years, from the bawbees they have extracted from their customers. Canada, and the whole world, needs to be taught salesmanship, to be taught that it is turnover, with an adequate net profit in every sale, that makes men prosperous, rich, independent and powerful.

THE WORLD'S FAVORITE SERVANT

Turnover — volume of business — reduces costs. This is the main point of Mr. Upton's letter, to be found elsewhere in this issue of PRINTER AND PUBLISHER.

The world is ready to pay prices in which there is an adequate net profit to all who serve it. The world wants its servants to be prosperous. It dislikes to do business with those too poor to give a good service. This truth, applied to the printing business, means that the world will pay printers right prices for printing, but for right prices paid, it wants right work and right service. The printer who demands and accepts the prices of good work and service and who fails to deliver either or both, has some bumps coming to him. Luring the horse with an empty sieve may catch him once, but not always.

SELLING ENOUGH

Much has been written about a cost system for printers. Much more remains to be written and said about Selling Enough. Here is a field of study so boundless that its limits will not be reached by any printer now breathing the air of heaven. If Henry Upton's letter can start printers to study costs in relation to turnover, and to give turnover its due measure of attention, it will turn out to be a great contribution.

FAIR PRINTING PRICES

Letter to the Editor

I HAVE perused with both pleasure and profit your article in the February issue "Concerning Printing Prices," and I trust other readers share my appreciation thereof. There have been so many contributions on the subject that do not bear analysis that an occasional article written along common sense lines is a genuine relief.

It is inconceivable that a man who, day in and day out, loses to competitors (and possibly to the very people who accuse him of using prices that no city in America could afford to work for) ten jobs for every one secured, could be unsympathetic towards a movement tending to ensure fair prices. As a matter of fact, nobody could be more anxious than I to see the price-cutting evil abolished, but that does not necessarily mean that I should blindly follow those who show a disposition to go to the other extreme, and who close their ears to the suggestion that the fairness of the prices advocated by them be demonstrated.

The course you advocate of charging cost plus a legitimate profit is sound in principle, but only so long as the cost is what it should be. I may keep ten compositors on my regular pay roll when I have work for only five, but that is no reason why I should expect the public to pay for my philanthropy. In other words, the basis of my charge must be, not my actual cost, but what my cost ought to be.

By way of illustration, let us compute the value of a cylinder press, 25 x 38, for the product of which I charge $1.50 per hour, but for which some of your contributors say I should get $2.50. The way I arrive at my conclusion is this: I have three cylinders, the largest 28 x 42, the smallest 24 x 36. At the present time the union scale in this city per week of forty-eight hours is: Cylinder pressmen $23.00, cylinder feeders, $15.00, pony feeders $13.00. This makes a total for three men of $51.00, an average wage of $17.00 per week, or 35c per hour. An analysis of my expenses for the year 1917 shows that for every dollar paid to producers, non-producers were paid 66c, while my overhead for the year was $90.00 less than was paid to producers and non-producers combined. To arrive at the hourly cost of cylinder presswork, therefore, I add to the 35c paid for productive labour 23c for non-productive and 58c for overhead, making a total cost of $1.16. By selling this time at $1.50 per hour I realize a net profit of 34c (approximately 30%), in addition to which there is a further profit of 25% on the material used, a result with which any reasonable man should be satisfied. Platen presswork, composition and bindery work are, of course, figured on a like basis.

The secret of success, in my estimation, is in the minimizing of idle time, and it is possible to get better results from a selling price of $1.50 per hour than from a much higher rate. Were this not so, the percentage of profit on each month's operations would be practically the same. But what are the facts? During the year 1917 my net profit in different months varied as much as $1,300, this being the result not of charging a lower rate in the month when the output was small, as that my output was $3,000 more for the month in which the more satisfactory result was obtained, and that without any appreciable increase in the expense apart from the material used. Surely this bears out my contention that profit depends upon volume rather than price, and that when results are unsatisfactory, it is the selling force that should be improved rather than the unit price.

Dealing with an abstract question is always more or less unsatisfactory, and until such time as my critics confine themselves to facts and concrete instances nothing of value will be derived from their effusions.

HENRY UPTON,
President Dominion Press, Limited.
Montreal, March 1, 1918.

HALIFAX HAS DUPLICATES

HALIFAX printers find a great many business people in that city unreasonable, as far as printing is concerned, so writes a Halifax correspondent. They rush in with a circular, or letter head, or other printing, and they think it is the only job a printer has, and expect the printer to stop all the other work in the place, and attend to them solely.

In a great many cases they go around to five or six places, and get prices, and give the work to the printer that quotes the lowest price, and expect it immediately. Now if the printers would only take a firm stand and stop this sort of thing it would be much better for themselves, and possibly be better for the merchant, as he would probably get a better job.

If other businesses are run on the same line as the printing and bindery, then certainly all business must be hard to manage. One wonders if there is any other business under the sun where there is more detail, etc., than there is in the printing trade. This query is born of an experience of twenty-five years handling printing.

One drawback that the printers have to contend with in the Maritime Provinces is the long delay in securing paper. One establishment has to order months ahead, and pay for double the amount of stock needed, although it must be said that the paper mills seem to have done everything possible under their hard conditions to fill orders.

* * *

This complaint—if complaint it should be called—can be echoed all over Canada. Conditions, so far as they relate to materials and men, are perhaps beyond control; but in the matter of customers' unreasonableness, impatience, wrong practices, there are room and opportunity for making things better. Ignorance is the prolific mother of evils. The correction of the situation seems to call for plain talking. If it be put up to a man that he is unjust, and put up to him in the right way and spirit, he will probably square himself with what is right.

Printers ought to have something to send out to buyers of printing—something that will educate buyers on prices and values and service. This ought to be a co-operative affair, since the messages to be delivered are for the good of many printers. But, however, it may be done, something should be done to harmonize relations between printers and buyers of printing. A convention of employing printers in Canada would be useful.

HARLAN CAREY BREWSTER.

HARLAN CAREY BREWSTER, Premier of British Columbia since September 10, 1916, and whose death occurred March 1 at Calgary, was born at Harvey, Albert county, N.B., November 20, 1870. He was educated in his native province, and started out in his business life to become a printer. When he left school he became a "printer's devil" in the office of the *Observer* at Harvey Bank. In 1892 he settled in Boston, Mass., and for four years worked in the office of the Boston *Herald*, failing eyesight compelling him to relinquish the "stick" for fresh fields.

Mr. Brewster had visited British Columbia several times, and in 1896 he decided to make his home in this province. He became connected with the transportation business, and was an official in the old Canadian Pacific Navigation Company. For a time he was manager of a general trading and fishing business, and in 1902 he went into the fishing business at Clayoquot, on the west coast of Vancouver Island.

Soon after he became a resident of British Columbia Mr. Brewster interested himself in politics, and from 1907 onward his career has been a political one chiefly.

RAILROAD ADVERTISING

THE advertising agencies which place a large proportion of the railroad advertising are considerably at sea as to what effect the Government operation of the railroads will have on railroad advertising appropriations.

A few of the more pessimistic fear that with the necessity for competition eliminated, the advertising appropriations will be mercilessly slashed. Others, the majority in fact, believe that the advertising will go, but that it will take an entirely new trend as far as copy is concerned. It is the opinion of these that the copy will be designed to create good will and to instruct the shipper rather than the traveller in railroad policies.

F. M. Kimbark Looks Into Henry Upton's Business

The Stellar Matter of Right Printing Prices — What Constitutes Capital —An Analysis of Producing and Selling Costs -- The Standard Cost System

By F. M. KIMBARK, President, Business Systems, Limited, Toronto

MY attention has been called to the article written by Mr. Upton, of the Dominion Press, Limited, Montreal, in which he takes issue with the fair hour charge as suggested in my article in your August (1917) number.

Your publication is generally recognized throughout the Dominion as the leading journal devoted to the printing trades, and that it is and has been your policy to work for the uplift of this trade. Hence every article which you print has considerable influence, and, therefore, I feel that it is only fair to the trade in general that certain portions of Mr. Upton's article should not pass unchallenged.

Mr. Upton states that in August, 1917, his capital invested was $12,000, but fails to state that in July, 1917, his signed statement showed a capital investment of $12,000—a surplus of $7,467, and a reserve of $4,907, making a total af $24,-374—all of which is being used in his business and is nothing more or less than capital.

THE REPLACEMENT VALUE OF MR. UPTON'S PLANT

He further fails to state that the plant he now operates was bid in at a liquidators' sale, at what was estimated at that time as one-third its replacement value; therefore, Mr. Upton's figures on which he bases his percentage of returns are not fair to the trade; and out of fairness to himself should be based upon the replacement value, for if he were to suffer a complete fire loss he would be forced to face this issue.

Let it be assumed, therefore, that $36,000 is the replacement value of his plant, and that the liquid capital necessary to operate it would not be less or more than he was using in July, 1917, which was $14,182, making a total capital of $50,182; but, for easy figuring, we will call it $50,000.

SOME OMISSIONS REQUIRING TO BE FILLED IN

Mr. Upton states that in August he made $1,262 on total shipments of $6,699. I do not question Mr. Upton's statement as to the profits for that month, but I would point out that one month's unusually favorable record does not necessarily mean an equally favorable twelve months' record, no more than one swallow makes a summer.

As a matter of fact his statement shows that from January, 1912, to July, 1917, he accumulated a surplus of $7,467, which is at the rate of 2.71% per annum on his capital of $50,000. His statement fails to show whether or not dividends have been paid; but, as it is usual to so state if they have been, I have assumed that such is not the case. If I am correct this means that Mr. Upton has not been making an ordinary rate of interest on his capital, much less earning dividends, and his reserve for depreciation is only $4,907, or about 14%, for a period of four and one-half years, whereas it should be 45%.

MR. UPTON'S SELLING PRICE

I cannot see that his items of expense to each dollar of sale is of any value to the printing trade in general, as this must of necessity vary, according to the class of work done, where done, and how done, but it is of value to prove the error of Mr. Upton's own hour selling price. I produce his table, re-arranged, below:

Material	.48	
Electros, etc.	.03	
Total Material		.51
Productive Labor	.10	
Non-productive Lazor	.05	
Shipping Expense	.01	
Cartage	.01	
Spoiled Work	.01	
Depreciation	.02	
Selling Expense	.04	
General Expense	.07	
		.31
		.82

The above shows a net percentage of profit on each dollar sold of 21.95, or in round figures 22%.

CYLINDER PRESS COSTS

Mr. Upton is selling his 24" x 36" cylinder press at $1.50 per hour. This press under the present rules requires a feeder at 37½c. per hour, and one-half a pressman's time at 52c. an hour, or a total press labor cost of 63½c. an hour. If a printer obtains 90% productive time out of a cylinder press, he is doing exceptionally well (the average is about 65%), and, therefore, to make up lost labor time on this press it is necessary to increase the 63½c. labor cost by 10%, making in round figures 70c. an hour.

It is reasonable to assume that the cylinder press will create at the very lowest $6 worth of sales per hour, including materials. His miscellaneous charges on one dollar's worth of sales would be 22c., therefore, on $6 worth of sales they would total $1.32, which, added to his productive labor of 70c, makes an hour cost of $2.02, to which should be added his 22% profit, making his correct selling hour charge on his press $2.46 in place of $1.50 which he now charges, or the $2.35 which I suggested.

Mr. Upton is on the right track when he intimates that there is a tendency on the part of printers to overestimate their production per hour per unit of operation. However, of the two evils—a wrong hour cost or a wrong estimate of production per hour—the latter is by far the lesser evil, for this will be caught on the individual cost sheet for the job, while the wrong hour cost will never be caught until a Standard Cost System is in operation.

In one portion of his article he states that in connection with ruling on fold over bill and charge forms a competitor estimated his ruling at the impossible speed of 5 1-3 reams an hour. Now, as a matter of interest I would state that on this very class of work in my own plant we average month in and month out over 2,500 feeds per hour per machine, and we know that we have not yet reached the limit of our production per hour.

THE STANDARD COST SYSTEM RECOMMENDED

I cannot understand why a printer of Mr. Upton's ability and intelligence should not adopt and use the Standard Cost Finding System, for in his article he acknowledges the good this system has done and is doing, and that it has been approved and recommended by the Federal Trade Commission, and is successfully in use by thousands of successful printers, thousands of whom I understand are given first class credit ratings. If Mr. Upton will adopt this system, and then finds his costs are so much lower than the average printer's, that he can afford to sell his work from 40% to 80% less than the average printer, I will be among the first to congratulate him and admit my inability to properly operate a printing business, and go to him for assistance; but I would ask that in adopting the cost system he base his survey on an independent appraisal covering his plant, and that he himself draw a salary commensurate with his ability and the volume of his business.

I trust that I have not been offensive in this letter, but sometimes earnestness is so interpreted. I wish to assure you that all I am trying to do is to uplift the printing trade, and I question whether the first part of Mr. Upton's article will have that tendency, and it is for this reason only that I have interested myself sufficiently to reply.

The accompanying article by Mr. Kimbark is of first class importance, and most certainly will be read with acute interest by all printers operating their business on a sound cost system, and by others who are groping in the direction of the Standard Cost System prepared by the United Typothetae of America, and which can be had and installed by any printer who has the will to run his business according to a sound cost system.

Mr. Kimbark's ability and eminence in his own field of endeavor entitles every word he writes to the greatest respect. He is every printer's friend, if each printer could only see it. His analytical study of Mr. Upton's article which appeared in PRINTER AND PUBLISHER *for December last will give some printers some new thoughts.*

Mr. Kimbark's communication was received after the first article in this issue and Mr. Upton's letter had been put in type; and there seems to be no reason to alter what has been written.

Mr. Upton is a good fighter, and an honest one, if we understand him aright, and he will be among the first to approve of what Mr. Kimbark has written, though he may not see eye to eye with him in all his observations.

The main thing is: Printing costs and selling prices need the most earnest and intelligent study by Canadian printers, and both Mr. Kimbark and Mr. Upton, by their public communications, are helping on the movement to understand and realize these prices.

Jones Granite Company

Scotch, Swede, American and Canadian Granite and Marble Monuments

Stratford Monument Works

OFFICE AND WORKS—CORNER WELLINGTON AND SAINT PATRICK STREETS, SOUTH OF THE MARKET SQUARE

Stratford, Ont., ... 191..

Misappropriated effort. A striving after effect

Ladd Athletic Club----
Will Hold a
DANCE at HICKS PARK
Saturday Evening, September 6th.
Special Car Service — Tickets 50 cents

F U R N I T U R E
Carpets — All Household
Rugs — Necessities
E. M. WHEELER FURNITURE CO.
SOMERSET
KENTUCKY
F G CARSON
Salesman
Phone 187
S T O V E S

These two cards shew all ethics of good typography violated

OFFICE AND WORKS: CORNER WELLINGTON AND ST. PATRICK STREETS, SOUTH OF MARKET SQUARE

JONES GRANITE COMPANY
Scotch, Swede, American & Canadian
Granite & Marble Monuments
STRATFORD MONUMENT WORKS — STRATFORD ONT.

Resetting on more symmetrical and less "fussy" lines

LADD ATHLETIC CLUB
will hold a
DANCE
At Hicks Park, Saturday Evening, Sept. 6
SPECIAL CAR SERVICE
Tickets, 50c

FURNITURE STOVES — CARPETS RUGS
E. M. WHEELER FURNITURE CO.
"All Household Necessities"
SOMERSET, KENTUCKY
F. G. CARSON
Salesman
PHONE 187

Cards and tickets that can be "read" are most appreciated

J. M. ARBUCKLE
ADVERTISING
888 MAIN STREET
Telephone 376-3 Cambridge — *Cambridge Mass* ..... —1911

Is not conducive to "business getting," nor does it suggest advertiser's ability to help others along this line

J. M. ARBUCKLE · *Advertising*
888 MAIN STREET
CAMBRIDGE, *Massachusetts*
TELEPHONE 376-3 CAMBRIDGE

An advertising man should above all others show a little aesthetic taste

WE WISH TO IMPRESS ON YOU
THAT
Advertising
To-day Builds up a Business, if you want to sell anything from an Automobile to a Monkey-wrench you have GOT to ADVERTISE. A little Advertising judiciously placed, starts the coin rolling your way
Call Write or Telephone **J. M. ARBUCKLE ADVERTISING CO.**
888 MAIN ST., CAMBRIDGE, MASS.

The chief feature from an advertising standpoint is the play on the stock engraving used. Typography is not impressive

A Convincing Argument

WE wish to impress on you that Advertising, to-day, builds up a business. If you want to sell anything from an automobile to a monkey-wrench, *you have got to advertise*. A little advertising, judiciously placed, starts the coin rolling your way.

Call, write, or telephone
J. M. ARBUCKLE ADVERTISING CO.
888 MAIN STREET, CAMBRIDGE, MASS.

Shows the "argument" presented in a more dignified manner and more suitable for desk blotter

Examples of re-set compositions by Joe W. Short with the Mortimer Company, Ottawa. The notes which Mr. Short provides (on the engraved plate) are interesting. Mr. Short "shows up" some common country office styles and tendencies and proves, by his re-set work, that strength may be found in company with simplicity and the use of a simple display face.

GOVERNMENT ADVERTISING

FOUR advertising campaigns in connection with the movement for increased production are authorized. The total appropriation will amount to about $35,000.

The respective objects of the four campaigns that have been decided upon are as follows:—

1. To increase the production of maple sugar.
2. To enlist boys in the "Soldiers of the Soil" movement for service on the farms.
3. To increase agricultural production generally.
4. To secure the cultivation of back yards and vacant lots in the cities, towns and villages.

The first two campaigns will be placed through McConnell & Fergusson; the other two through the A. McKim Agency.

The campaigns are being carried out under the direction of the Food Board's Advisory Publicity Committee, consisting of F. W. Stewart (of Cluett, Peabody & Co., Ltd.), Chairman; F. Abraham (formerly of Montreal *Herald*), and S. Roy Weaver, of the Board's Educational Branch.

The Finance Department has begun an educational advertising campaign in connection with the new Income Tax. The provisions of the Income Tax Law and the obligations of individuals with respect to it will be clearly set forth in the advertisements.

FRAUDULENT ADVERTISING

A BULLETIN from the National Vigilance Committee of the Associated Advertising Clubs describes and commends an ordinance recently passed in Denver as one means for checking the wave of fraudulent financial advertising that has swept the country.

The Denver ordinance provides for the issuance of license fees of $300 for all stock exchanges, and $10 for all stock brokers, the licenses to be issued by the Manager of Safety and Excise when satisfactory statements are made as to the character of the persons comprising the exchanges or brokerage firms.

The Manager of Safety and Excise has the power to revoke licenses for cause and it is required that the city, in addition to stopping the sale of fake securities, must advertise the facts in such cases.

If a newspaper or other advertising medium accepts advertisements of fraudulent securities after such a condemnation, the advertising medium will be guilty under the law.

* * *

Some newspapers in Canada devoutly hope that no vigilance committees will become active in this country.

NOT LIABLE FOR ADVERTISERS' FAILURES.

EDITORIAL recommendations of advertisers do not make the publishers of newspapers or magazines liable for damages arising through failure of advertisers in their columns to live up to their representations, the State Supreme Court of Massachusetts has ruled in dismissing a suit against the Curtis Publishing Company of Philadelphia.

George M. Heathcote, of Boston, has sought to recover from the Curtis Company on the ground that his wife had been led through the reading of an article in the *Saturday Evening Post* to make a contract with the North American Construction Company for building a house, and that the work was not satisfactory. The editorial in question, it was claimed, guaranteed "the honesty, integrity, trustworthiness and financial standing" of advertisers using the columns of the magazine.

The editorial, the Court held, was not strictly a guarantee to answer for the debt or default of another, but was in effect merely a recommendation of its advertisers that they could be depended upon as reliable and honest.

Never argue with a man over eighty years of age, nor with a woman of any age.

Senator Dennis of Halifax "Herald" and "Mail"

The Story of a Man of Tremendous Energy and Courage—Began as a Reporter, Went West, and then Back to Halifax—His Association with The *Herald* of That City—His Impress on His Paper and Community

Reprinted from the New York *Fourth Estate*

FORTY-FOUR years of continued activity in the public service—in active journalism covering the gamut from reporter to managing director and proprietor, and with the exception of one break covering ten months spending all this time and devoting all his energy in establishing, in building up and in extending the influence of one particular publishing business; and all the while taking his full share of the work and responsibilities and activities which fall to the lot of progressive, aggressive and capable citizens; such is the record of William Dennis of the Halifax *Herald* and *Mail*.

On the fourteenth of February, 1875, Mr. Dennis, then a lad of eighteen years, became a reporter on the Halifax *Herald*, a newspaper launched that same day on the troubled and uncertain sea of journalism.

Newspaper reporting at that time was an undeveloped quality. Home news was not fostered, the shears and the paste pot were the mainstay of the average newspaper in Lower Canada. A "nose for news" was not demanded, not thought necessary, until young Dennis appeared on the scene.

It must be remembered that this lad was new to the country, new to its institutions, unacquainted with its public men, and without any previous newspaper training whatsoever. He was fresh from his home in England; but he brought with him an inexhaustible store of energy, self-reliance and keen common sense.

A GOOD REPORTER

As a reporter he revolutionized the methods of gathering and presenting news. An alert brain and a quick eye, he was not slow to adopt the methods used by reporters of the big American cities, and at no time in his career as an active newspaper man has he been out of touch with the activities of the press in all the great centres of population, both in Canada and the United States.

In 1882 he obtained three weeks vacation and formed one of the party of Eastern Press Association excursionists to Canada's "Illimitable West." In Winnipeg, he was offered positions on the *Free Press*, the *Times* and the *Sun*—now the *Tribune*.

He accepted the latter and for ten months worked under the managing editorship of T. H. Preston, now owner of the Brantford *Expositor*, and as a fellow-reporter with "Rich," now R. L. Richardson, M.P., president of the Winnipeg *Tribune*.

BACK TO HALIFAX

Ten months later he responded to repeated requests to go back to the *Herald*.

His few months' work in the West was not unappreciated, and on leaving he was presented with an illuminated address containing the names of every representative citizen of Winnipeg, and a magnificent gold watch. Mrs. Dennis was the recipient of a massive silver service.

Until 1877, Mr. Dennis continued on the news end of the *Herald*. Then the

SENATOR WILLIAM DENNIS

Proprietor and publisher of the Halifax *Herald* and *Mail*, and whose life story forms the subject of the accompanying article.

Conservative party went out of power and with it went the government patronage which, up to that time and for many years subsequently, had been the mainstay of very many papers supporting whatever party might be in power.

The *Herald* was bankrupt and the outlook exceedingly gloomy. But young Dennis had faith both in the property and the future.

HE BUYS THE HERALD

He acquired a half-interest, gave long-time notes for payment, and started the property on the road to prosperity.

It was uphill work.

New equipment was added from time to time until the *Herald* stood out in bold relief.

Though the *Herald* gave the Conservative party a loyal support, it at no time under the regime of Mr. Dennis could be called a "party hack" or a hidebound supporter.

Its columns were always open to the free discussion of any political principle of merit.

It did not hesitate to condemn wrongdoing wherever it found wrongdoing to exist.

It did not hesitate to condemn politicians of any stripe whom it believed merited condemnation.

It espoused the cause of the weak.

It laid bare the rottenness of party corruption and flayed the trusts and combines.

It attacked vicious legislation and it was strenuous in its advocacy of civic reform.

The people saw in the *Herald* not only a keenly alive newspaper, but a real friend of the people—and support followed appreciation.

A HALIFAX DISASTER

One bitterly cold night in January, five years ago, fire broke out in the *Herald* building and in a few hours' time the whole $150,000 structure was in ashes—presses, typesetting machines, everything—except the energy and resources of its owner.

Mr. Dennis was at that time on the train en route for Montreal to get medical treatment. He received the news while on the train, and immediately retraced his steps for Halifax.

After a lapse of a few weeks the *Herald* again appeared in all its old-time vigor, and since then it has progressed and prospered to a remarkable degree.

A new site was found for the *Herald* and kindred publications, and to-day that paper has a most up-to-date building, scientifically laid out, with the latest design of presses and machinery procurable. Added to this is a most complete litho, bookbinding and job printing plant.

THE HERALD TO-DAY

The *Herald* is to-day one of the most influential newspapers in Eastern Canada.

Properly speaking, there are three separate and distinct editions of the *Herald*.

There is the *Evening Mail*, an afternoon edition which accepts advertising on the guarantee that it has three times the circulation in Halifax of its nearest competitor. And there is the *Weekly Mail and Homestead*, read in the outlying districts of the province not blessed with daily mail communication.

These three papers combined have a circulation which the publishers say goes into practically every third home in the province.

It is an admirable system of news dissemination and a tremendous power for good.

A LIFE WORK

The life of the *Herald* and the *Mail* is the life work of Senator Dennis.

They reflect the man as true as the mirror. They voice his sentiments, his aspirations and they record his life's strivings.

Look at the *Herald* from any angle you may, you see Dennis. He stands out in the editorial columns, in the arrangement and style of the news, in the display of the advertising and in the general make-up of the paper.

One cannot pick up the paper without thinking of the man who prints it. One cannot read its clear-cut utterances without bringing up the vision of the man whose heart is in every line.

Forty-four years is a long time in harness, particularly when the pulling has been always heavy. Yet Senator Dennis is still in harness, still giving his pub-

lications snap and life and almost breath.

His energy has not diminished; his interest never seems to fag. Every issue proclaims him. When big issues arise he takes command of the ship, directing all details.

At sixty-two years he stands the same pressure as he stood at thirty-two.

SENATOR DENNIS A CITIZEN

And yet all his busy life has not been given over to the making and perfection

WILLIAM H. DENNIS

Business manager of the Halifax *Herald* and *Mail*. Under his direction, these papers are forging ahead at a rapid rate.

of newspapers. For Senator Dennis is one of Canada's most public-spirited citizens and never fails to take his full burden of the responsibilities of citizenship. He is intensely interested in everything that concerns human betterment and happiness.

Five years ago he was made a member of the Canadian Senate—a life appointment.

Though an Englishman by birth, he is an intense Canadian, an ardent Imperialist, and a true Democrat.

Since the opening of hostilities his paper has been active in recruiting, his own business sending over fifty men to Flanders, including his own son, who fell in battle after winning the Military Cross.

To-day his slogan is "We will build a new and greater Halifax."

This is born of the great disaster which befell the city on December 6 of last year and to this his publications are giving effect, for they are a source of inspiration for the people and have already accomplished much in restoring confidence and bringing conditions back to normal.

Senator Dennis is supported in his aggressive newspaper policy by his nephew, W. H. Dennis, a young man possessing many of the enterprising and effective characteristics of the senator.

A. C. A. MEETING.

THE earnestness with which the affairs of the Association of Canadian Advertisers, Inc., are being conducted is indicated by the fact that the directors' meeting was attended by the entire Board — three directors coming from Montreal and one from Hamilton especially to attend the meeting.

New members recently elected are: Goldie & McCulloch Co., Limited, Galt; J. S. Fry & Sons, Montreal and Bristol, England; Imperial Tobacco Co., of Canada, Limited, Montreal, and the Canadian Chewing Gum Co., Toronto.

The following have been appointed chairmen of committees for the current year: Agency Relations Committee: W. C. Betts, S. Davis & Sons, Limited Montreal; Circulation and Rates Committee: E. Doremus, Dominion Cartridge Company, Limited, Montreal; Membership and Finance Committee: E. M. Emery, Lake of the Woods Milling Company, Montreal; C. Elvins, Imperial Life Assurance Company, Toronto; E. D. Reed, F. F. Dalley Corpns., Limited, Hamilton, Ont.; Standards of Advertising Committee: B. H. Bramble, Goodyear Tire & Rubber Co. of Canada, Limited, Toronto; Outdoor Advertising Committee: R. P. Smith, Wm. Neilson, Limited, Toronto, Ont.; Sales Managers' Committee: L. R. Greene, Tuckett Tobacco Co., Hamilton.

The subject of voting and other contests to promote circulation was discussed at some length. The opinion was freely expressed that resort to such methods indicated that the "reader-interest" was presumably insufficient to hold or secure the desired volume of circulation in the case of newspapers resorting to such methods, therefore, some extra inducement was necessary to get people to "take" the paper. The national advertisers' opinion is but mildly expressed in the following resolution, unanimously adopted at that meeting:

"Whereas many publishers attempt to bolster daily circulation by having recourse to such measures as prize contests, gifts of valuable premiums, etc., and

"Whereas the cost of securing such enhanced circulation frequently absorbs the greater part of the increase in income to be derived, and

"Whereas circulation so obtained is of questionable value from the standpoint of the advertiser;

"Be it resolved that the Association of Canadian Advertisers, Inc., express its disapproval of the practices above referred to, as they tend in the end to increase advertising expenses by shifting the cost of such increase in circulation to the buyer of advertising space."

American advertisers are on record as holding similar views.

HAIL, D'ALBERTANSON

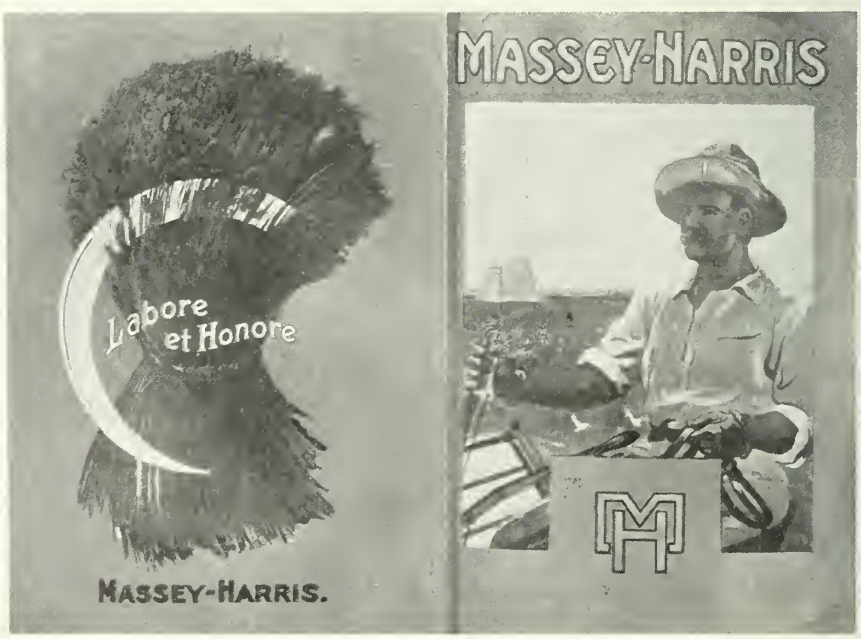
LEONARD D'ALBERTANSON, publisher of the Chauvin (Alta.) *Chronicle*, has proved himself a man of the finest spirit, as witness the following letter written to an advertiser in his paper who suffered loss from fire:—

Having heard you have been burned out, we ask you to accept returned cheque, which we consider paid.

If printed matter is of any service to you we will be glad to extend say a $50 credit until such time as you may require; we are but a small one-man shop or would offer more.

Leonard D'Albertanson.

Where will we find a duplicate of this incident? Mr. D'Albertanson is not a rich man. Three years or so ago he asked that he be allowed to pay his overdue subscription to PRINTER AND PUBLISHER at his convenience, explaining that the war had hit him hard. In writing at that time Mr. D'Albertanson said that he was far and long separated from association with his brethren of the pen, and that the monthly visits of PRINTER AND PUBLISHER were a boon and blessing to him. It is evident that a measure of prosperity has come to this semi-isolated Albertan publisher, but whether this be so or not Mr. D'Albertanson's exhibit of good heart and a neighborly spirit deserves the light of publicity. PRINTER AND PUBLISHER obtained its information concerning Mr. D'Albertanson's act from the Edmonton *Bulletin*.



Front and back pages of cover of catalogue issued by the Massey-Harris Company, Toronto, and produced by their own print shop. F. W. Hunt is responsible for its preparation. Typographically and in its arrangement and features this catalogue is worthy of the great firm issuing it.

The Present No Time to Stop Advertising

The Need for Continued Publicity—The Public Still Needs Education on the Functions of Advertising—Looking Forward to the Days After the War —Preparing for That Time — Publishers Have a Duty to Perform in the Matter of Sustaining the Use of Advertising

By GEORGE FRANK LORD

THE question I have been asked to discuss is one of the many growing out of the atmosphere of uncertainty that permeates the business world due to the unprecedented conditions that now exist.

It seems to me that this question and commercial America's answer to it is the crucial test of the progress of advertising.

If advertising is the power advertising men claim, there should be no doubt as to how that power can be used in the present emergency.

My observation and belief is that the reason for the existence of the question is that we advertising men have failed to sell advertising properly to our executives, because the average executive insists upon tying each year's expenditures to that same year's sales expectations. If the sales outlook is poor he wants to restrict his advertising, if good he is willing to increase it.

A FUNCTION OF ADVERTISING

What we apparently have failed to do is to sell the really greatest power of advertising, and that is its ability to stabilize and develop the business advertised rather than the particular commodity chosen for merchandising.

If advertising is ephemeral, living or dying with the daily, monthly or yearly merchandising campaign, then we should surely trim our sails to meet the current shifting breezes.

If, on the other hand, advertising is a process of market development heading for a specific goal, we will push on through storm or calm, with or against the wind or current until that goal is reached.

History records that all great wars have been followed soon by periods of intense reconstruction. That the present war surpasses all others in magnitude and destructiveness only means that its sequel of reconstruction will also surpass all others in magnitude.

What shall be the part of this continent in the post-bellum reconstruction of the world?

Unless we decide differently our part will be chiefly that of the buyer of imports from a Europe struggling to restore and increase its commercial facilities.

PICKING AMERICA'S POCKET

All the European belligerents are bound to strain every resource to get as large a share as possible of the wealth that has been poured into this country since the war began.

"If this be true," a critic may remark, "how can we hope to sell in a larger way to countries that lack the money to buy?" The answer to this query is, in my opinion, that our export customer countries will have ample means or credit left to buy what they must have to exist as commercial nations.

Total U.S. exports in 1913 were only $2,450,000,000—a small sum compared with the combined war expenditures of the European belligerents. Their needs will be so urgent that it would not be surprising if our exports in the year following the war were to total $5,000,000,000.

As to the capacity of Europe to buy to that extent at that time, consider how quickly France paid to Germany what was expected to be a crippling war indemnity after the Franco-Prussian war.

The accompanying article is a portion of an address by George Frank Lord, director of advertising, with E. T. Du Pont de Nemours & Co., makers of explosives and many more peaceful and useful things.

Publishers need this message from Mr. Lord quite as much as do manufacturers, presidents, bankers, and all others who have a voice in the making and direction of business. Publishers need to advertise advertising. Many are doing this—some Canadian publishers among them. More should.

We do not know all about advertising yet — nor does the public. Publishers do not, manufacturers do not, retailers do not. Yet some know more than others about the functions and effects of advertising, and it is for them to teach the ignorant,

Printers' ink is the fluid channel of communicating knowledge and of diffusing it. Newspaper circulations are the cheapest and most convenient means at the command of those who have something to advertise. What is required chiefly is salesmanship, based on knowledge winged with enthusiasm and steadied by truth.

The application of advertising to many objectives of men and governments and institutions has not yet been made — because of blindness and faint-heartedness. Publishers and printers, arise ye, and teach; and collect your recompense in the form of bankers' gold.

THE HOME MARKET A GOLD MINE

But, in my opinion, the world market is not one from which we may expect our greatest commercial return. The greatest market for American products should be America.

We imported in 1913 goods worth in round figures $1,800,000,000, equivalent now at the current purchasing power of our money to nearly twice that sum.

For more than three years we have been obliged to produce in this country much of what was formerly imported, and with our war-born facilities we are going to be still less dependent on our imports than ever before.

In this period normal construction has been largely stopped in this country, particularly in that forerunner of trade—railroad construction.

With the major portion of the world's cash in American hands, can there be any doubt that in this country construction of railroads, homes, factories, and utilities and luxuries of every kind will leap forward at an unprecedented pace?

The demand for everything of use or beauty is bound to be tremendous. Those who have stopped the purchase of utilities or luxuries, either because not obtainable during the war or because their purchase price had been diverted to war expenditures, will want to make their deferred purchases as soon as the glad tidings of peace burst upon the world.

IS AMERICA ASLEEP AT THE SWITCH?

If America is unprepared for this business, our European trade rivals will be quick to take the fullest possible advantage of the free-for-all market.

Shall America let her dazzling wealth of to-day slip away to more enterprising nations that before the war and in the midst of war had ever before them gigantic world-wide plans of commercial conquest?

Shall we not rather start now to entrench American business against foreign attack and preserve for America the tremendous financial and commercial advantages a world revolution has thrust upon her.

Remember there will be no sentiment of human lives or liberty actuating any nation or individual in the vast commercial war to follow the war of arms. The bars will be down and only commercial efficiency will count.

The war has taught us that preparedness is really the longest word in the dictionary and also the strongest. We cannot start preparing for big business on the day peace is declared, any better than we started preparing for war on the day we declared war. We did not like to prepare for war because we did not want war.

But this does apply about preparing for business, because our worst enemies never accused us of not wanting business.

TIME—THE BLESSER AND ROBBER

Most emphatically I believe that now is not the time to stop advertising. On the contrary, it is the time to start more and better advertising than we have ever done before.

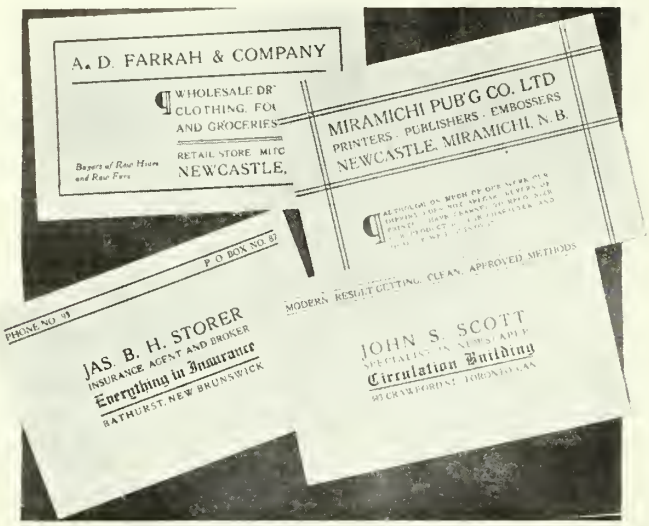
It takes fully as much time to bring an advertising campaign into full action as a military campaign. We do not know how much or how little time we have to sell the Made-in-America idea to America and to the world at large.

We do know that we have right now all the resources necessary to make this country the most prosperous manufacturer in the world, as soon as we are able to turn our capital, facilities and organizations loose on peace products.

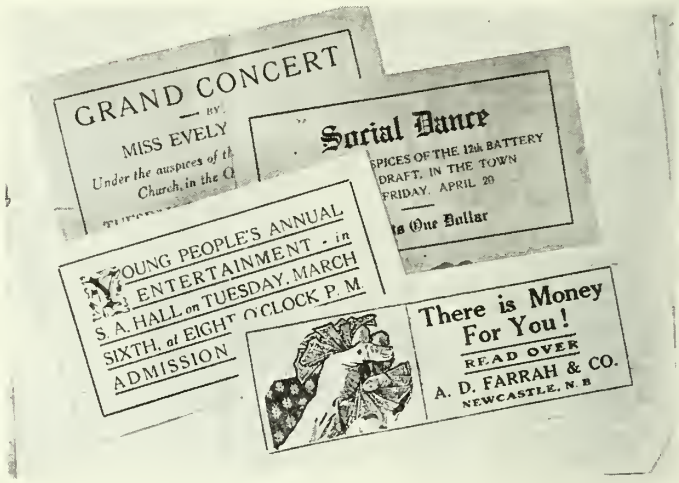
Why should we hesitate to show our faith in the future of America by building for that future?

INTERESTING EXAMPLES OF GOOD TYPOGRAPHY

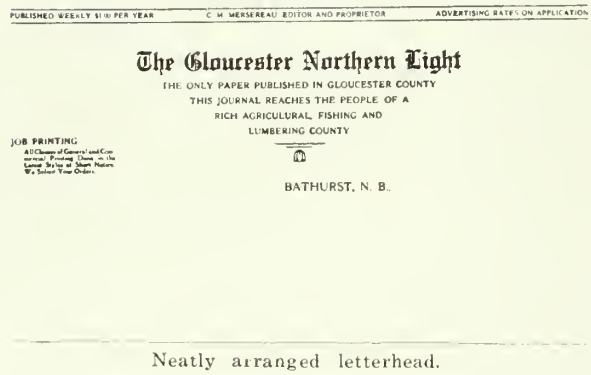
The examples of typography shown on this page are the work of Robert A. N. Jarvis, with the *Union Advocate*, Newcastle, N.B. Mr. Jarvis' work shows the result of careful study of the fundamentals of good typography



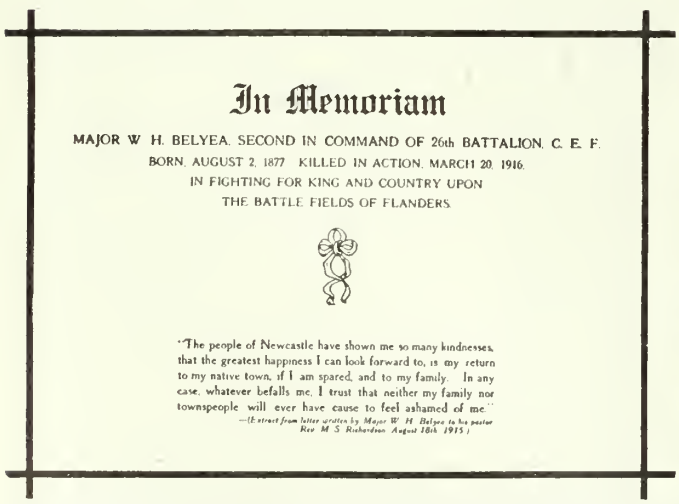
Neatly executed group of business cards.



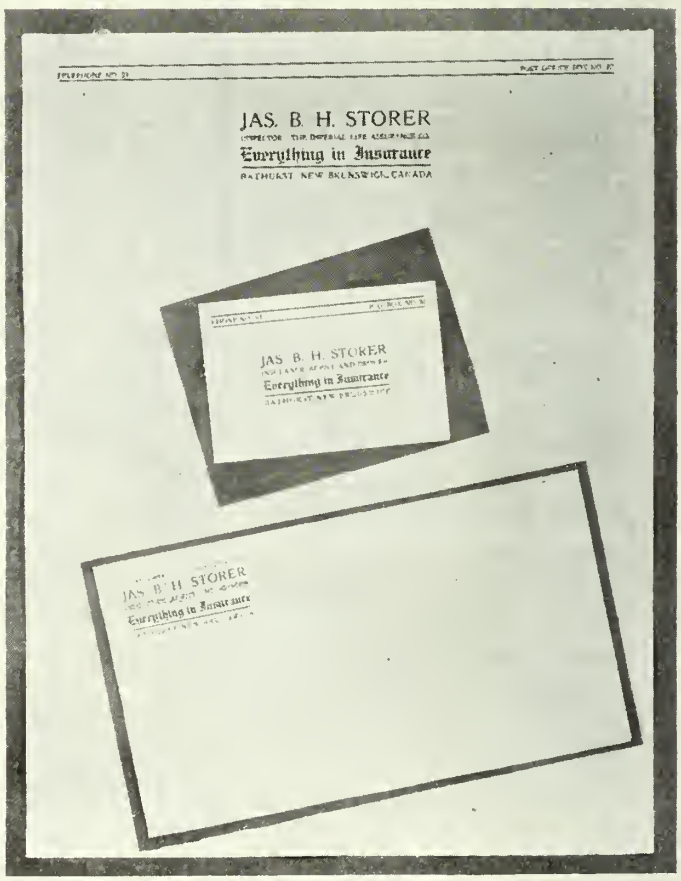
Series of tickets showing appropriate treatment.


PUBLISHED WEEKLY $1.00 PER YEAR
C. M. MERSEREAU, EDITOR AND PROPRIETOR
ADVERTISING RATES ON APPLICATION
The Gloucester Northern Light
THE ONLY PAPER PUBLISHED IN GLOUCESTER COUNTY
THIS JOURNAL REACHES THE PEOPLE OF A
RICH AGRICULTURAL, FISHING AND
LUMBERING COUNTY
JOB PRINTING
BATHURST, N. B.

Neatly arranged letterhead.


In Memoriam
MAJOR W. H. BELYEA, SECOND IN COMMAND OF 26th BATTALION, C. E. F.
BORN, AUGUST 2, 1877 KILLED IN ACTION, MARCH 20, 1916.
IN FIGHTING FOR KING AND COUNTRY UPON
THE BATTLE FIELDS OF FLANDERS.
"The people of Newcastle have shown me so many kindnesses, that the greatest happiness I can look forward to, is my return to my native town, if I am spared, and to my family. In any case, whatever befalls me, I trust that neither my family nor townspeople will ever have cause to feel ashamed of me."
—(Extract from letter written by Major W. H. Belyea, to his pastor Rev. M. S. Richardson, August 18th, 1915.)

This "In Memoriam" job was well handled throughout. The front page (4 pages in all) shows dig nity, and the type masses are well placed.



Letterhead, envelope and business card. The three jobs show good judgment and taste. Two colors were used.

R. A. N. Jarvis, Printer, Has Made Progress

Has Striven to Become Superior Advertisement Compositor—His Ability and Energy Have Lifted Him Out of the Rut — Is Now Business Manager of a Printing-Publishing Co. — His Work Commands Higher-than-Common Pay

EASTERN Canada assuredly has many very good typographers—men who have studied printing as an expression of thought, intention and desire in a very serious way. But not

R. A. N. JARVIS

A typographer of Eastern Canada who has done creditable work, and examples of whose work are shown on this and the opposite page. Mr. Jarvis is now manager of the *Union Advocate*, Newcastle, N.B. His advancement has been due to his spirit and decided ability.

many of these men have emerged from the obscurity which is apt to envelop all men who do little or nothing to lift themselves up and out of their enshrouded state.

One of the compositors of Eastern Canada, by which is meant the Maritime Provinces, who has endeavored to do superior work, and who has succeeded notably, is Robert A. N. Jarvis, now business manager of the *Union Advocate*, Newcastle, N.B., and who probably owes his present honorable and responsible position to the quality of initiative possessed by him, and to purposeful preparation for higher service. Concerning Mr. Jarvis's history, PRINTER AND PUBLISHER provides the following sketch:

Mr. Jarvis was born at Fredericton in 1891. He began his career as a printer in that city at the age of 13. After a period of wandering, after the manner of printers, but wandering upward all the time, he became manager of the *Union Advocate*, Newcastle. Later he went to Ontario, working as foreman in the office of the Wiarton *Echo*. In 1912 he returned to the *Union Advocate*, with which paper he has remained, eventually to become its business manager. The printing end of the business appeals to him strongly, and as a consequence, Mr. Jarvis has developed the job printing end of the *Union Advocate* to a very satisfactory degree.

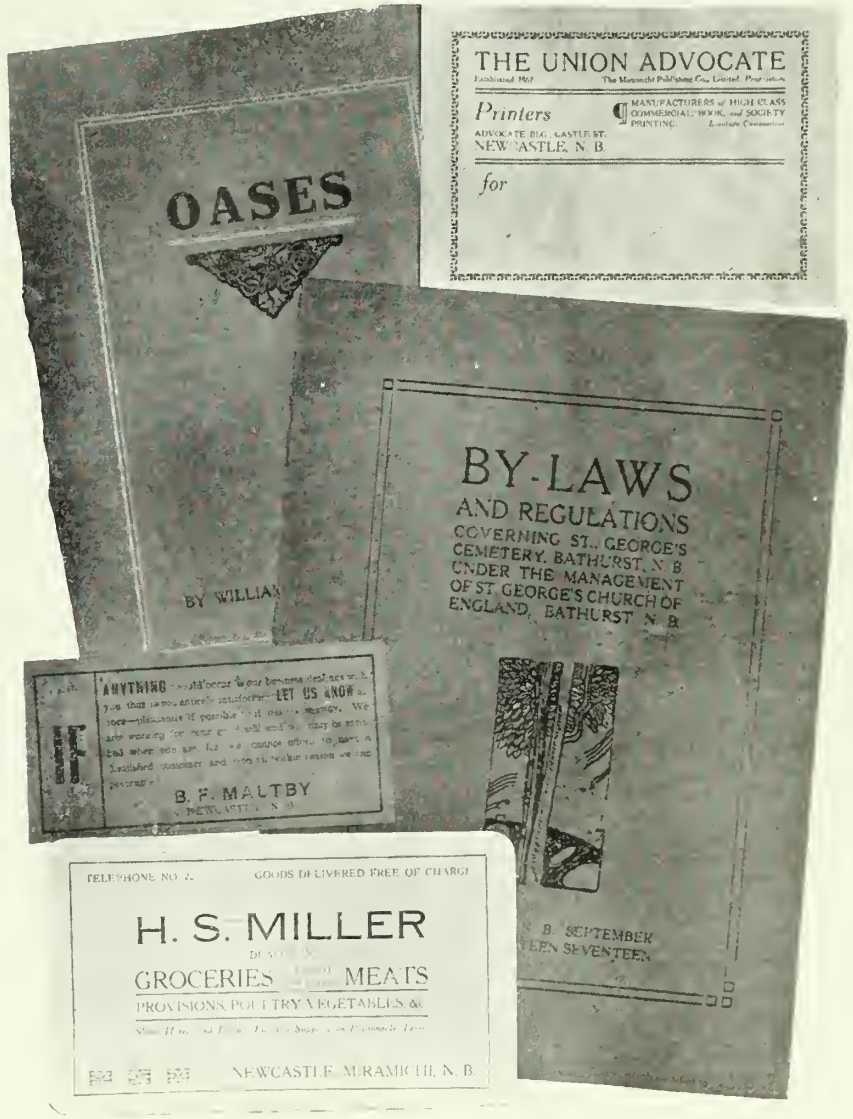
Mr. Jarvis, still in his mid-twenties, is a real citizen, and gives much time to local affairs and to local war activities. His brother, William C. Jarvis, is foreman of the Fort Farfield (Me.) *Review*. PRINTER AND PUBLISHER reproduces several examples of typographical work done by Mr. Jarvis in this issue.

It would be saying too much of his work to describe it as perfect. Masters like Harry W. Leggett and Joe W. Short, of Ottawa, will find much lacking in it, yet it is hoped much to commend. Mr. Jarvis's work is shown for the encouragement of other compositors in better circumstances than he was and is for self-improvement.

Mr. Jarvis says: "I am one of the younger class and have all to learn yet. You know that in a country weekly office we have never very much time or type, and here I have only one straight series of type, and this is why it is used in almost everything. Also, the variety of work to do is never very great, but it is a source of satisfaction to me to be able to sell my work at from 15 per cent. to 25 per cent. higher than my competitors, and never hear a complaint."

PRINTER AND PUBLISHER has at various times shown examples of work done by Mr. Jarvis, and has pleasure in showing more. In the light of Mr. Jarvis's comments, his work takes on added interest.

Behind the successes of Mr. Jarvis is his spirit. He has had ambition and the will to improve. He has not been content to be discovered, but has contributed by his own enterprise to his proper recognition. Printers, as a class, are an over-modest



Compositions by R. A. N. Jarvis, Newcastle, N.B., showing a good appreciation of tone and type values, combined with taste which is, however, more in evidence in the cover designs and label than in the business cards shown.

company, but modesty should not prevent any man from seeking his true level or higher pay. Mr. Jarvis, still a young man, has twice as many years ahead of him as are behind him. One feels safe in saying that his career will continue to be a progressive and expanding one, if not as a compositor, then as a manager, and perhaps as publisher. PRINTER AND PUBLISHER very cordially wishes Mr. Jarvis large success in the years ahead.

CHATHAM PLANET

A COPY of the Chatham *Planet*, dated January 5, 1859, is in the possession of a former editor, J. Young. Just two of the advertisers are now living. They are Isaac Smith and Samuel Gowan.

The first advertisement, front page, top of column, is the *Planet's* own, in which "The oldest established paper in the West" says that it is published tri-weekly and weekly by Rufus Stephenson, proprietor, Chatham, Canada West. The tri-weekly sent by mail was $3 in advance, if not so paid, $4. The weekly was $2 a year. Chickens, two pair for 15 cents., are quoted in the market report.

Among the speakers announced on the programme of the Mechanics' Institute were the Rev. Mr. Beeson, Arch. McSween, Judge Wells, Rev. J. V. Jaffre, George Duck Jr., Rev. A. McColl, Chatham, Rev. Dr. Burns, Toronto, Rev. William Ormiston, Hamilton, and T. D'Arcy McGee, Esq., M.P.P. for Montreal.

The results of the municipal elections are given. The voting was open and the election lasted two days.

Some of the news items from outside Chatham are interesting. There is an account of the burning of the Detroit *Daily Tribune* plant.

Governor Douglas had just issued proclamations declaring the organization of the new Government of British Columbia. Considerable attention is paid to the news from England. This news was somewhat aged as it arrived by boat, the Atlantic cable not yet being in use. Several references are made to the emancipation of the serfs in Russia, the mutiny in India and a rebellion in Ireland. The *Constitution*, a paper published at Cork, asserts that the treason was carried much farther than was supposed, there being daily and nightly drillings, pikes being manufactured and arms being received from America, the use of which was taught.

The following items from the weekly market report, Chatham, December 29, 1858, have interest: —Flour, 100 lbs, $2.59 to $3.00; beef, 100 lbs., $3.00 to $4.00; mutton, 100 lbs., $5.00 to $6.00; eggs, dozen, 12½c; hay, ton, $6.00 to $7.00; barley, 100 lbs., $1.12 to $1.25; wood per cord, $1.00 to $1.25; apples, bushel, 75c to $1.00; wheat, bushel, $1.00 to $1.18; wool, lb., 25c to 25c; potatoes, bushel, 36c to 43c; pork, 100 lbs., $4.00 to $5.00; butter, lb. 14c to 16c; chickens, pair, 12c to 15c; sheepskins, each, $1.38; ducks, per pair, 16c to 25c; cheese, domestic, lb, 7c to 8c; tobacco, 100 lbs., $4.00 to $4.50.

PRESIDENT WILSON'S WISDOM.

PRESIDENT WILSON has just appointed a representative of the trade and technical newspapers of the United States as one of a committee of six on public information in the United States.

In Canada the importance of the business interests of the country have not yet come to be recognized. Some Toronto dailies and even some Cabinet Ministers advocate a policy which would put these papers out of business, and our present Canadian committee on public information is composed of one man, M. E. Nichols, who after careful investigation decided that trade and technical newspapers were of no public benefit and, therefore, should be denied the privileges of the mails.

Fortunately some Toronto dailies and practically all the smaller dailies and weeklies throughout the country took an entirely different view.

SHERBROOKE RECORD

TWENTY-ONE years ago on February 9th last the first issue of the Sherbrooke *Daily Record* appeared.

The late Leonard S. Channel, founder of the *Record*, always optimistic and hopeful, had a faith in his enterprise which was not generally shared. Sherbrooke had never had a daily newspaper and it seemed to few, except the founder, that a paper printed every day could succeed. Mr. Channell's courage was of the sort that is undaunted by obstacles and is not dependent upon the faith of others and his perseverance was equal to his courage. There were grave difficulties in the early years. The city had not half its present population and the industrial and commercial activity of this section of the country was many times less than now. With cordial public support, however, the *Record* weathered the years of its infancy and reached its twenty-first birthday in health and strength. The late Mr. Channell saw the possibilities of Sherbrooke as a daily newspaper town and was the first to realize the exceptional advantages which that territory offered in this connection—a progressive, growing city, beyond overshadowing influence of any larger town and the centre of its own rich territory, within reach every afternoon owing to exceptional railway facilities.

V. E. MORRILL.

President and manager of the Sherbrooke *Daily Record*, which attained its 21st birthday last month.

WHO'S A LIAR?

SOME manufacturers whose product is sold to Canadian printers and publishers were in conference recently to see if they could correct some abuses which have crept into the conduct of business. It was a time and place for plain speaking—for a kind of back-chat inseparable from an occasion when the righteousness of all present was under suspicion.

"Why don't you tell the truth in your advertisements?" was the hot query flung by one manufacturer at another.

"What the hell's biting you?" retorted the accused one. "The same chap who writes your ads writes mine."

THE SATURDAY EVENING POST

IF ONE were asked to define the *Saturday Evening Post* of Philadelphia—to state what it is and is not—he might have difficulty in setting forth its distinctions and character. What the *Saturday Evening Post* is, negatively and positively, in the publishers' own words, is as follows:

The *Saturday Evening Post* is not a news weekly, because the daily can handle day-by-day news better than any periodical; but in its editorials and special articles written by the men in America and Europe best informed on their subjects, it comments on and supplements the news of national and international importance.

Wherever important things are happening, wherever history is in the making, the trained correspondents of the *Saturday Evening Post* will be found, getting, weighing and sifting the facts for *Post* readers.

Whenever a big man has a big thing to say, or an important idea to get before the country, he naturally turns to the *Saturday Evening Post*.

It does not publish articles based on half truths. Circulation stimulated by sensations has no solid or permanent value.

It is an illustrated but not a "picture" weekly. Picture weeklies are skimmed through. The *Saturday Evening Post* is *read* through.

The *Saturday Evening Post* is not a "story paper," but it publishes the best stories that are written—those distinctively American stories the country has come to know as *Post* stories because they deal with the life, work and affairs of the American people in original, vigorous and vital ways; man's stories—the struggles, the tragedies, the triumphs of the world that works—the tremendous drama of the little fellow in shop, store, in office—the swift, vivid romance of American business — the strivings of its captains, its kings—their littleness, their bigness, their ruthlessness, their kindliness, their adventures, their battles—the chronicle of the camp followers and guerillas of finance — their "treasons, stratagems and spoils"—stories that lead through wilderness, village and city to the farthest bounds of the seven seas—tragic stories, humorous stories, love stories, but always stories of real men and women—stories with happy and unhappy endings, but never dull stories.

The *Saturday Evening Post* has become the dominant publication of America because it has the American pioneer spirit. It has never been satisfied to follow a leader. It has always sought and welcomed new blood, encouraged and developed new writers and artists. It is always just ahead of the periodicals that follow the blazed trail.

Every issue of the *Saturday Evening Post* is a week of American life.

* * *

Perhaps some editor, or some dreamer of dreams desiring to produce a Canadian replica of the *Saturday Evening Post*, may find help in the foregoing.

Pointed & Pointless

By SIX-POINT BILL.

PRINTERS, publishers, multi-millionaires, millionaires, dopesters, press agents, space writers and other necessary evils of these war days are talking exercise, 100-point efficiency, and getting the coin before the undertaker and embalmer gets in his work. One suggests throwing out the chest, another pulling down the vest, another flailing air and another tilting at windmills. The forefathers of most of these took such useful exercise as walking from the docks after the ocean voyage carrying a bundle neatly done up in a red bandana handkerchief, clearing the trees and "notching" logs for the place called home, digging murphies, wielding the buck-saw, shoveling snowdrifts that impeded the housewife along the clothesline, working the pump handle, pulling "over" the Washington hand press, "kicking" the Gordon, shooing hens, milking the cow, winding the clock, putting out the cat—and worshipping and giving thanks on the seventh day.

* * *

This sterling stock knew university halls; the mattock and the hoe, the sickle and the scythe, the sap-trough and the axe—the exercise that provided food to sustain life, that furnished credit for the nation. Mothers of gentle birth were accomplished spinners of flaxen thread, the deft-fingers could "throw" the shuttle or "twang" the harp—the snow-white counterpane and the artful rag carpet all spelled home. These endeavors and others made two great nations in North America. Let's get back to first principles—to useful exercise—to the things worth while in life.

* * *

Don't think this great and glorious country of ours is going to the dachshunds—or the bow-wows—because we have heatless days, meatless days, wheatless days. The printing presses will grind, the types will click, the distributor-bar will block, and we'll get a hot slug or two. A New York banker talked so much blue the other day that he had his audience "with him"—they almost believed what he said, and were about to adjourn with that blue feeling that blue individuals carry around with them. A man in the audience at this point jumped on a chair and said "that not one important prediction made by the bankers this last six months has come true." And the audience went away with a smile after cheering the optimist. A printer I worked with several years ago was blue enough to be a blue-blood. There were sixty odd men in that composing-room—and each single one had a single ailment. Each would describe his feigned symptoms to the blue-blood and the b.-b. had the particular ailment that the symptoms are supposed to speak for. Before "good-morning," at 3 a.m., the b.-b. had the sixty-odd diseases and maladies. The galley-boy would "josh" the blue-blood and miss a well-aimed kick for his pains. A friend of mine, who has enough of this world's goods to "flag a hand car," has spent the best part of a half century telling other people how to become rich. And he gets more out of life with his radiant smiles and the good he does than any half-dozen millionaires combined do with their money. The impetuous crocus, the hyacinth, the daffodil, the tulip, will smile in a week or two. Why not smile with them?

* * *

Advertising fakirs make more money than most honest publishers. The amount of money the fakir as a class rakes in must run up in the hundreds of thousands. In the big cities he has grown to great proportions. He has developed his "confidence" game to an exact science. Public men and business men who are easy-marks are "card indexed." The amount of money the fakir can separate from each and so forth is recorded, as well as his hobbies and his vanities. Men who would 'phone for the police if the common garden variety of crook invaded their offices stand for the advertising fakir and his fake souvenirs and programs. No town or city is free from the advertising fakir. He travels in the best cars on the best trains and puts up at the best hotels. Just a few weeks ago a public man was "frisked" for $500 in less time than it takes to write this paragraph. The legitimate press of the country should expose the ad fakir, and labor organizations and fraternal societies expel him. Public men, candidates for public office, are shining marks. The public man believes he represents such-and-such an organization and can "influence the vote," when it frequently is the case that the fakir controls but one vote and that is his own, and is thoroughly disliked and tabooed by the membership.

* * *

The Sacramento (California) *News*, under the caption "Who's Who in a Newspaper Office," with more truth than poetry, puts it thusly in verse:

Whose dreadful voice is it that causes fear?
And, like a worn-out auto stripping gear,
It grates and grinds on every listening ear?
The editor's.

Whose silken hose and amply shortened skirt
The eyes of all the single men divert?
Who'll have one hooked if he is not alert?
The society editor.

Who is the most important guy of all?
Whose cerebrum is smaller than his gall?
And who, like pride, is doomed to have a fall?
The cub.

Who tries to please the writers grave and sage
By editing their copy page by page,
But only makes them rant and roar with rage?
The linotypist.

Who grunts and growls of sundry pains and aches
'Cause he's the goat for numerous mistakes
The empty-headed cub reporter makes?
The proofreader.

Who smears the ink across his vacant face?
Whose ivory dome will never learn the case?
Who pies the forms of type and drops the chase?
The devil.

Who stews and storms whenever copy's shy,
And storms and stews when it is piled high?
Who can't be pleased, no matter how you try?
The foreman.

Whose splendid work is least appreciated,
And whose best lines are oft emasculated;
Nay, frequently the whole eradicated?
The poet's.

* * *

The machine is responsible for the "slow-up" of the composing room. I do not want young art preservators to take exception to that. "dander-up" and declare it "bunk." I want to "help out" and get more money for the efficient man. Training the hand to move in unison with the eye made fast hand compositors under the piece-work system of hand-set days. If the compositor prided himself on being skilful, admired a bigger pay envelope, he soon learned that the eye, faster in its movements than the hand, was the cause of false motion, loss of string and "dirty" proofs. With the advent of the machine, the fast compositor was selected as its operator, or given the responsible jobs in the ad pen, and as the years passed by the desks of foremen and superintendents were his. If there was a "short" way to do a difficult bit of work, the intelligent hand compositor was the first to find it out. Paid for what he did and that only, called up the inventive part of his make-up. Many of the old hand-men drifted to the book and job shop. The most difficult branch of the printer's trade—imposition—was mastered by them. It was a pleasure to see them "cast-up" mathematically a difficult piece of imposition with the same skill and intelligent speed they employed on a hand-set table in a 13-em column. The same was true of job work. The hand-compositor would set up a pleasing piece of work while some others were "sketching" the proposed piece of typographical art on blank paper. The hand-compositor had imagination, instinctively knew color combination. And last, but not least, he acquainted himself with the work of the old master printers that the world is endeavoring to imitate with some success to-day. What was the cause of all this? Simply this, he was grounded in the first principles of the typo's profession, setting solid type speedily by hand. I frequently think, and believe results would prove it, that the apprentice should be made develop speed on, say, solid 8-point, and when he could set at least 1,000 ems of corrected matter per hour, then advanced to the next step in the composing room. This would pay the boss, pay the boy, and the printing trade as a whole even in these days of machine composition. One thing is certain, it would make the apprentice a "cleaner" and faster machine operator, and save editors and proofreaders a considerable number of dark and strong-meaning words.

BOOK REVIEWS

THE COUNTRY WEEKLY, by P. C. Bing; D. Appleton & Co., publishers.

Unlike the specialist requirements of the metropolitan newspaper, the country papers' needs are for men possessing the widest general knowledge and the most diversified abilities in news writing, advertising and business management. This book is designed to furnish the best possible information most useful to the rural newspaper executive.

PRINCIPLES OF SALESMANSHIP, by Harold Whitehead; the Ronald Press Company, publisher.

A book of sound advice and common sense analyzing of the practical problems of salesmanship. The author's rare gift of illustrating his suggestions by example and anecdote adds greatly to the value of the volume.

A HISTORY OF AMERICAN JOURNALISM, by James Melvin Lee, professor of journalism at New York University and ex-president of the American Association of Teachers of Journalism; Houghton Mifflin Company, publisher.

A HANDBOOK ON STORY WRITING, by Blanche Colton Williams; Dodd, Mead & Co., publishers.

To the general reader the mechanics of the short story are not apparent, but to the able writer the principles of structure and development are essential. This book outlines the principles, details the instructions for observing the principles and suggests the means for further study.

BOOKS AND LIBRARIES, by John Adams Lowe, M.A.; the Boston Book Company, publishers.

Anyone desiring knowledge should know how to use to the best advantage books available in the nearest library.

NEWSPAPER MEN AS SENATORS

THE St. Thomas *Times* is advocating the appointment of several newspaper men as Canadian senators. Extracts from an editorial in that newspaper are as follows:

"With the deaths of Senator Jaffray, Senator Coffey, and very recently Sir Mackenzie Bowell, we believe no one is left in the Senate with journalistic affiliations.

"It should be fairly obvious that newspaper work is a good training ground for public service, including that of the Senate. The standing value of the press needs no argument. Such being the case, we propose to voice what we believe will receive general seconding on the part of the press and public, namely the nomination of four men of excellent Senatorial timber—Sir John Willison, Mr. Phil H. Bowyer, Mr. W. B. Burgoyne and Mr. T. H. Preston.

"Sir John Willison was long a leading figure in party and independent journalism, and has never sullied his record by excess or immoderation.

"Mr. Phil Bowyer has frequently been mentioned in connection with the Senate and the *Times* has urged his appointment. Mr. Bowyer edited and published the Ridgetown *Dominion* for many years, relinquishing those duties a few months ago. He is a former member of the Legislature for East Kent, and during his career at Toronto showed that he has a keen aptitude for legislative work.

"Mr. Burgoyne has been for about thirty years a leading figure in the Niagara peninsula, not only in journalism, but in other activities, having been mayor of St. Catharines for several terms, as well as a strong factor in Hydro-Electric development in his district. The St. Catharines *Standard* under him was, we believe, the first paper in Ontario to advocate Union Government. He tenaciously pursued this advocacy against discouragements from contemporaries, but the sequel proved that Burgoyne was right, and in due course his judgment was vindicated.

"Mr. Preston, of the Brantford *Expositor*, our fourth nominee, has been a life-long Liberal journalist, and has served in the Ontario Legislature with distinction. He was a stalwart champion of Union Government, and his paper exerted strong and steadying influence among Liberals of Ontario in what was the most critical period in the party's history since Confederation. Mr. Preston is a man of convictions and force.

ARTHUR BRISBANE

WHEN Arthur Brisbane, the famous New York editor and newspaper owner, was asked whether there was any truth in the rumor that he was planning to start a Norfolk paper, he replied:

"The old English lady of Whitechapel took her little glass of gin in her right hand, pushed back the proffered glass of water with her left hand, saying to the bartender, 'Young man, I have trouble enough without drinking water.'

"I wish to assure you that I have trouble enough without starting an evening paper in Norfolk and undertaking to compete with the capable publishers of that neighborhood.

"As a student of newspapers and their readers, it may interest you to know that the net sale of the *Times* to-day, at two cents, is a good deal more than one hundred per cent. higher than it was at one cent., when I bought it last June." . .

HON. FRANK CARREL

MR. FRANK CARREL, President of the Quebec Telegraph Printing Company, has been appointed by the Legislative Council as successor to the late Hon. Richard Turner in the representation of the Gulf Division in the Provincial Upper House.

HON. FRANK CARREL

Publisher of the Quebec *Telegraph*, who has been appointed to the Legislative Council of Quebec. Mr. Carrell is an author and writer of distinction, a philanthropist, and an eminent citizen of Quebec City.

FRANK H. SIMONDS

FRANK H. SIMONDS, who recently resigned from the New York *Tribune* editorial staff, and who succeeded Colonel Repington on the London *Times* as military critic, has joined the forces of the McClure Newspaper Syndicate. He will write exclusively on the war, an editorial for the Sunday papers, and four editorials besides each week, which will be put on the wires for the McClure customers.

Mr. Simonds gained a reputation as an authority on the war soon after the great conflict began, and before the United States entered it. His digests of the situation appeared first in the *Evening Sun*, after which he joined the *Tribune*. He has written a number of articles for magazines on the war, and is bringing out a history of it in four volumes.

While at Harvard, where he specialized in historical and military subjects, Frank H. Simonds prophesied war with Spain to be inevitable weeks before McKinley declared war. He went with the Sixth Massachusetts Regiment to the scene of action.

After leaving college he went to New York and did good work on the *Tribune* and later on the New York *Sun*. He familiarized himself with European politics, making many trips to the other side, being fortunate enough to be in Athens when one of the Balkan wars broke out.

When the cloud preceding the present war first settled over Europe, Mr. Simonds wrote the first editorial on the war published in the United States. It appeared in the Evening *Sun*, July 25, 1914. It boldly stated that there had been a challenge of Germany to Russia, of the Triple Alliance to the Triple Entente. Conditions developed so exactly in the manner prophesied by Mr. Simonds that the *Morning Sun* of July 26, instead of commenting on the situation, merely reprinted Mr. Simond's editorial of the day before.

From that time on Frank H. Simonds has been one of the most quoted Americans in Europe. He has published four volumes on different phases of the war.

The battle of Verdun began on February 21, 1916, and Mr. Simonds sailed for France on February 26. He visited the battlefields of Lorraine and the Marne. Out of recognition of the merit of his writings, which had been translated into French, the President of France personally arranged for Mr. Simonds to go to the front with officers and two official automobiles. At Verdun Mr. Simonds was in danger all the time, but he got first-hand knowledge of actual fighting.

In December, 1916, he set sail for Europe again, having been invited by British officials to view the English army at close range. He lunched with Sir Douglas Haig on the day following the taking of Grandcourt. Thus it will be seen that Mr. Simonds is no arm-chair or library man, but gets his points of view and material at first hand.

THE LATE W. R. DUNN

WILLIAM R. DUNN, for many years one of the best known journalists in Eastern Canada, passed away in Halifax last month. Mr. Dunn was fifty-three years of age.

The late Mr. Dunn was a son of the late John Dunn, who for many years was manager of the Halifax *Morning Chronicle*. He grew up in the atmosphere of the publishing craft. He entered the service of the *Morning Chronicle* as a youth and quickly showed his aptitude for journalistic work. He was for several years news editor of the *Morning Chronicle* and was the first editor of the *Daily Echo*, which he started as the successor of the *Citizen* and *Evening Chronicle*. Later he founded and published, on his own account, an illustrated weekly which he carried on for several years. He then spent some years in the United States where he was on the staff of leading dailies, and for a time held an important position with the Associated Press in New England.

Returning to Halifax he again became news editor of *The Morning Chronicle* and subsequently editor of *The Daily Echo*, until in 1899, on the retirement of his father, he became manager of The Chronicle Publishing Co., retiring from this position about twelve years ago.

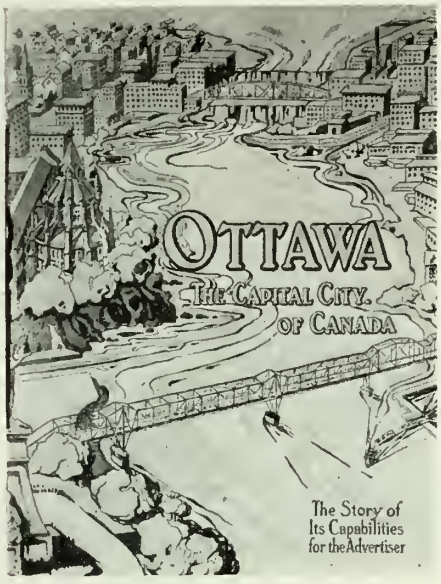
As a newspaper man Mr. Dunn was alert, energetic and enterprising, and those who were associated with him in his prime remember him as one of the brightest and keenest news gatherers in the profession, quick to act, resourceful in getting a news story and skilful in presenting it to the public. He was one of the most brilliant reporters which Halifax ever produced. He excelled as a graphic writer, especially in reporting sea disasters. His story of the loss of the steamer Daniel Steinman off Halifax, over thirty years ago, written for the New York *Herald*, was appraised as one of the finest pieces of journalistic work of the time; the New York *Herald* regarded it so highly that it gave Mr. Dunn what was then the rare distinction of printing his picture, accompanied by a very complimentary tribute to his fine reporting.

PUBLISHERS' DOINGS

The Chatham *Planet* promoted a Dollar Day last month.

The Lindsay *Daily Warder* held a Dollar Day last month.

The Edmonton *Bulletin* is conducting a circulation contest.



Front cover of a publication issued by the *Journal* newspapers of Ottawa to sell the Capital City to space-buyers in Canada and elsewhere. As a piece of printing the publication is praiseworthy. It was produced by the Mortimer Company, printers. Ottawa.

The St. Mary's *Argus* promoted a Dollar Day last month.

The Sarnia *Canadian Observer* promoted a Dollar Day last month.

The London *Advertiser* and London *Free Press* promoted a Dollar Day last month.

The Kitchener *News-Record* had a page of advertisements under the heading, The February Bride.

The London *Free Press* developed a page of special advertising last month on the idea of Baby Week.

The Kitchener *News-Record* was behind a Dollar Day last month, and issued a 16-page newspaper as a consequence of extra advertising carried.

The Winnipeg *Free Press* produced a local Rotary Club Edition last month. Winnipeg Rotarians used the issue for the purpose of advertisement.

The Montreal *Daily Star* had a page last month headed, "Fighting Foods"—a food-economy page. It was designed to attract special advertising.

The yearly supplement to the *'Varsity* magazine, published by the students of Toronto University, is a superfine issue. The book is a 185-page magazine.

The *People's Weekly* is the name of a new publication started in London. The new paper is catering to the laboring classes of the city and intends to adopt a policy in aid of these workers.

The Sherbrooke *Daily Record* celebrated its 21st anniversary last month by producing a special Eastern Township Progress Number. The issue was carefully pre-planned, and numerous valuable and informative articles were prepared, to interpret the city of Sherbrooke and the Eastern Townships to the dwellers of this section of Canada. The issue ran to 20 pages, and carried much advertising of a special sort.

The St. Thomas *Times* contends that leading journalists ought to be appointed to the Senate. Newspaper work, it says, is a good preparation for public service. It names Sir John Willison, Phil. Bowyer, of the Ridgetown *Dominion*, Mr. Burgoyne, of the St. Catharines *Standard*, and T. H. Preston, of the Brantford *Expositor*, as men to be appointed.

The Toronto *Globe* has organized a Promotion and Publicity Department. Claude S. Sanagan, formerly the London manager of that paper, is in charge. Such good papers as the Chicago *Tribune*, the New York *Globe*, and the St. Louis *Globe-Democrat* were the pioneers in promotion work, and rendered the best profitable service to the advertisers. The Toronto *Globe* is in the best company in this line, and its work is in competent hands.

The London *Free Press* is publishing a series of displayed advertisements in praise of advertising, and interpreting the function of advertising. These are signed advertisements, the authors being distinguished men. For example, James O'Shaughnessy, executive secretary, of the American Association of Advertising Agents, writes on Advertising Will Hasten Victory; and William C. D'Arcy, president of the Associated Advertising Clubs of the World, writes on the same theme. This is fine work.

The Halifax *Herald and Mail* is sending out mailing cards of large size containing views of the shattered city, and heartsome statements about the new Halifax now building. It is the sort of publicity that persuades.

The Winnipeg *Telegram* is using the advertising issued by the Newspaper Representatives' Association of Chicago. This advertising is designed to promote the employment and esteem of advertising, and is addressed to both distributors and the general public.

SUNDAY NEWSPAPER WORK

THE Province of British Columbia is taking steps to enforce the Lord's Day Act. Last month the police visited the office of the Victoria *Colonist* and took the names of all employees doing Sunday work, including the various editors, telegraph operators, reporters, and printers. The *Colonist* publishes an edition on Sunday morning, but does not publish on Monday morning.

BANNED PUBLICATIONS

NEWSPAPERS and books recently forbidden entry into Canada by Hon. Martin Burrell, Secretary of State, under the press censorship regulations, include the Seattle *Daily Call*, an organ of the Industrial Workers of the World. Other prohibitions include a number of presumably religious publications with decided pacifist tendencies, and which are suspected of pro-German leanings. The list includes *The Bible Students' Monthly*, of Brooklyn; "Vallan Kumouskellinen," a book published by the Workers' Socialist Publishing Co. of Duluth, Minn.; "Studies in the Scriptures: The Finished Mystery," a book published by the International Bible Students' Association of Brooklyn, London, etc.; "American and Asiatic Interests," a monthly published in New York by C. C. Walton, alias "Sam Cathay"; "For India," a book written by W. W. Pearson, and published by the Asiatic Association of Japan; "War — What For?" a book written by Geo. R. Kirkpatrick, of Lafayette, Ohio; "Zeppline Uber England," a book published in the German language by the Deutschland Library Company of New York, and "Nature Suffrage," a book written by Charles A. R. Maybee, M.D., and published by the American Association for the Taxation of Church Property, Inc., Buffalo.

FIFTY PRINTER HEROES

THE International Typographical Union comprises 1,518 locals. More than 50 Canadian members of the Union have paid the supreme penalty on the fields of Flanders and the Union has paid out $17,025 to their dependents, while the International has spent $60,000 in Liberty Loan bonds, the local unions subscribing a handsome quota.

This page appeared in the Vancouver *Province*. Good composition made it attractive.

N. W. AYER & SON'S DIRECTORY

THE following tabulations are taken from the recently-issued N. W. Ayer & Son's Newspaper Directory:

Canadian Provinces.	No. of Towns where papers are issued	ISSUES Daily	Tri-Weekly	Semi-Weekly	Weekly	Fortnightly	Semi-Monthly	Monthly	Bi-Monthly	Quarterly	Miscellaneous	Total—all issues
Alberta	95	7	.	1	106	.	3	4	.	.	.	121
British Columbia	48	16	1	5	49	.	1	15	.	.	.	87
Manitoba	67	7	.	1	99	.	6	21	.	.	.	134
Saskatchewan	145	7	.	3	151	.	.	3	.	.	.	164
Yukon	2	1	.	3	2	.	.	...	.	.	.	3
New Brunswick	16	8	1	11	21	.	1	7	.	.	.	49
Nova Scotia	32	13	1	5	37	1	4	8	.	.	.	69
Ontario	268	51	1	16	395	1	9	126	2	8	.	609
Prince Edward Island	2	4	.	.	6	.	.	...	.	.	.	10
Quebec	44	20	.	1	88	1	.	27	2	2	1	142
Newfoundland	7	5	.	.	10	.	.	5	.	2	.	22
	726	139	4	43	964	3	24	216	4	12	1	1410

The same figures placed in contrast with those of the preceding year are as follows:

Canada and Newfoundland.	1917	1918
No. of towns in which papers are published	735	726
Daily	152	139
Tri-weekly	6	4
Semi-weekly	45	43
Weekly	1003	964
Fortnightly	3	3
Semi-monthly	29	24
Monthly	226	216
Bi-monthly	3	4
Quarterly	13	12
Miscellaneous	1	1
Total of all issues	1481	1410

NIAGARA FALLS DAILIES MERGE

NIAGARA FALLS City is now in the one daily newspaper class. Last month the *Evening Review* announced that it had purchased the *Daily Record*, and it would be merged with the *Review*. Conditions made it impossible for two papers to make a living there. The *Review* was started as a daily by F. H. Leslie in 1914, but the *Daily Record* had been running some years previous to the war. The *Weekly Review* started in 1879. It is an Independent Liberal paper.

BARRIE NORTHERN ADVANCE

J. BALDWIN BRYANT, for some years connected with the editorial staff of the Hamilton *Herald*, is to take over the Barrie *Northern Advance*. Mr. Bryant came to Canada a number of years ago, after being connected in early life with several prominent English journals. Upon coming to Canada he joined the staff of the Belleville *Intelligencer*. Leaving Belleville, Mr. Bryant went to Hamilton. He is a composer of verse, which is the delight of many friends, whom he favors at regular intervals with pamphlet copies of his war poems.

WINNIPEG TELEGRAM

IN its own columns the Winnipeg *Telegram* says as follows:

Last October the *Telegram* came under new management. Immediately it commenced to increase its popularity with the public. Its growth since that time has been nothing short of phenomenal.

"Since the first day of November its circulation has increased more than 50 per cent. Since the first day of November the city and suburban home delivery circulation of the *Telegram* has increased more than 120 per cent. To-day the *Telegram* is able to announce that it has a larger afternoon circulation than any other newspaper published west of Toronto and east of Vancouver.

On February 11, a despatch was sent to Eastern and Western newspapers from the same office where the slander was concocted, openly announcing that the *Telegram* would cease publication. Certain Eastern newspapers were unwise enough to give this malicious libel publicity. Others had sense enough to leave it out.

It should not be necessary to state that there never has been the slightest shadow of justification or excuse for the circulation of this malicious slander and libel. It is the most daring and unprincipled piece of mendacity that one can recall ever having seen in Canadian journalism. The *Telegram* never stood in a better position than that in which it stands to-day.

NEW TORONTO DAILY

RUMORS that a new daily paper is soon to be established in Toronto are again being heard. It is stated that nearly a million dollars has been subscribed to get the paper started, but who the parties are behind the project is not being divulged. The name of Lindsay Crawford, who left the *Globe* staff recently because of difference with the management on the editorial policy of the paper, is mentioned as the probable editor of the new organ, which will give its support to the Laurier wing of the Liberal party.

PUBLISHING IN GREAT BRITAIN

AT the recent ordinary general meeting of the Amalgamated Press, Limited, the Harmsworth periodicals publishing enterprise, George A. Sutton, chairman of the company, said: "We can well be proud of the fact that this company attained its majority last month, having been formed in 1896. Its record is well known to you. It is a long serial story of progress. The company's financial position to-day is stronger than ever. After writing off depreciation of plant and buildings, the profits amount to £324,870 12s. 10d. I am happy to say that the circulations of our publications during the past year have been more than maintained. This is a striking testimony to their stability and enduring popularity. The old criticism that our periodicals were ephemeral in character has been entirely obliterated by the fact that after three and a half years of war conditions they are as strong and flourishing as ever. Owing to the increased cost of paper, materials and labor we have had to advance the prices of a number of our magazines and journals, and it is quite possible that the pressure of these conditions may compel us to make other increases."

Since the last meeting 272 employees had joined His Majesty's forces, making a total of 1,154 since the beginning of the war, and the amount now paid out in allowances to the men and their dependents now totals nearly £47,000.

WOODSTOCK SENTINEL-REVIEW

THE charge under the Criminal Code against W. J. Taylor, managing director of the *Sentinel-Review*, was withdrawn in the Police Court last month, and the charge against the Sentinel-Review Co., Ltd., was sent on to a higher court for trial. The charges, which were laid by acting Chief Moore, are the results of the advertising by the *Sentinel-Review* of "dollar day," a sale scheme carried on by a number of merchants on a day last month. Chief Moore said in the witness-box that he considered the drawing of the coupons secured by purchases from the business men for the bonuses offered was a violation of the Criminal Code. Mayor West, who officiated at the drawing, was a witness. He stated no representative from the paper mentioned was present at the drawing.

HEARST NEWSPAPERS

THROUGH the good offices of Secretary Lansing, the International News Service, a news-gathering organization affiliated with the newspapers controlled by William R. Hearst, has been restored to the privileges which were denied it by the British and French Governments.

It is understood that the lifting of the ban does not apply to the Hearst newspapers, but only to the International News Service as a press agency. Special despatches to the Hearst newspapers, it is said, will not be forwarded from British or French territory.

It is understood that Secretary Lansing's communications to the British and French Governments on the subject were based on representations in behalf of the International News Service, that Wm. R. Hearst was merely a stockholder in the news-gathering organization.

The ban has not been lifted on the Hearst publications or the International News Service in Canada.

BAINBRIDGE DISCHARGED.

JUDGMENT for the discharge of Isaac Bainbridge, convicted last month on a charge of publishing seditious libel, was given in the Appellate Division in Toronto. Bainbridge was found guilty by the jury when the case was tried, but a strong recommendation for mercy was attached to the verdict. The issue of *Canada Forward* for October 10, 1917, and a pamphlet, "The Price We Pay," were the publications on which the charge was based.

WELLAND ITALIAN WEEKLY

THE newspaper printed in Italian and published by the Italian Consul, Donavaro, for the Italian population of Welland and district has met with remarkable success. The journal bears the title *Il Giornale Del Popolo*. Mr. Donavaro, under his pen name, Vanni Oranovo, edits the *Giornale*, and finds it an excellent moral force in guiding the Italian residents to a clear appreciation of the laws of the free country which has received them.

ADVERTISERS' DOINGS

R. C. Smith & Son announce the opening of a Montreal office, with Duncan S. Blaikie in charge.

The account of the Monarch Knitting Company, Dunnville, is now with the Norris-Patterson Agency, Toronto.

The International Bible Students Association of Victoria published a half-page advertisement in the *Daily Colonist* of that city, setting forth its position.

J. J. Gibbons, Ltd., Toronto, have been making extensive improvements in their offices, having vacated 121 and occupied the entire building at 119 West Wellington Street.

Miss Florence E. Clotworthy, recently with the Gagnier Advertising Agency, and formerly with Smith, Denne & Moore, has been appointed Secretary of the Association of Canadian Advertisers, with offices in Toronto.

Ralph Cabanas has left the Columbia Graphophone Co., where he has been Canadian manager and in charge of Canadian advertising for several years, to return to Mexico, where he has an extensive jobbing business. James P. Bradt succeeds him.

The farmers of Canada are being urged to use the Want-Ad. columns to advertise second-hand machinery—this since manufacturers are finding trouble in making deliveries of new machinery. The stimulated production of 1918 calls for much machinery.

Sir Thomas Johnstone Lipton, of yachting and tea fame, is defendant in an action entered at Osgoode Hall by J. J. Gibbons, Ltd., to recover $1,166.64, with interest from July 16, 1914. The claim is under a contract dated July 14th, 1913.

The United Grain Growers, Ltd., with main offices in Winnipeg, will have a 1918 advertising appropriation of $50,000—double that of last year. It will be spent in Western farm papers and in catalogues of farm machinery and building supplies which the company distributes.

Llewellyn E. Pratt, of New York, chairman of the national program committee of the Associated Advertising Clubs of the World, which is building the program for the San Francisco convention, July 7 to 11, will act as convention secretary for the Association, remaining in San Francisco until after the convention.

Frank Branch Riley talked to the members and guests of the Toronto Ad. Club last month of the wonders, the beauties and the alluring opportunities of those three associated Western commonwealths—British Columbia, Washington and Oregon. Frank Ives Jones supervised the picture portion of the pleasing programme.

William P. Green, of the vigilance department of the A.A.C.W., is making an extended investigation of conditions surrounding the wave of oil stock promotions which have been sweeping the country. The investigations have followed numerous requests from publications which desired information as to the acceptance of advertisements of oil stock brokers.

George H. Davis, manager of *Hardware and Metal*, Toronto, addressed the convention of the Ontario Retail Hardware and Stove Dealers' Association at Hamilton last month on the subject of Mail Order Houses — Their Menace and Methods. He urged more and better advertising in local newspapers as one method of loosening the octopus grip of the big mail order houses.

A special bulletin issued by the Associated Advertising Clubs of the World, under date of February 18, has been sent to a number of the leading daily papers of the country, calling their attention to the necessity for closer attention to the elimination of advertising for speculative securities. The bulletin was intended especially for those papers that have accepted and published advertising of this class in recent months.

Information has been received by the Canada Food Board that the Poster Advertising Association, representing nearly all of the bill posting plants in Canada, has decided that in future no member of the Association shall use wheat flour for the manufacture of bill poster paste. As a substitute for wheat flour the poster men will use cassava flour and a low grade of corn starch. This action is expected to save a very considerable amount of the low grade of wheat flour.

In a resolution just passed, the Association of National Advertisers recommends to Congress that the zone system second-class postal provision in the War Revenue Act be repealed and that, if there is actually a deficit incurred in the Post Office Department in carrying of newspapers and periodicals at the present rate, consideration be given to adopting a flat increase of that rate to produce sufficient revenue to cover the deficit.

Another advertising agency has opened a branch in Montreal, making three to open since the new year. The latest is Smith, Denne & Moore, whose head office for Canada is in Toronto. The firm has offices in the McGill Building, which will be in charge of Harold M. Reid, who has heretofore been with the MacLean Publishing Company's Montreal office. The other two advertising agencies to open in Montreal since the new year are McConnell & Fergusson, whose office is in charge of Lionel Benison, and the H. K. McCann Agency, in charge of Mr. Cleves.

The National Association of Dyers and Cleaners, head office, 135 William St., New York, are promoting a campaign, by direct or semi-direct methods, whose slogan is "Make it do." This Association has Canadian members who contribute to the fund required to produce and distribute printed matter. There is a tip here to the Canadian Press Association, or to some advertising agency, or to some publisher, to solicit press publicity from this Association. There is a suggestion also to some printing firm to promote such associations and to recommend the use of printed matter. Lots of business growing on bushes for those who have seeing eyes.

ENGRAVING NOT A COMMODITY

YEAR-OLD indictments against eight members of the New York Photo-Engravers Board of Trade for violation of the Donnelly Anti-trust Act in adopting a scale of prices to be charged for their photo-engravings, have been dismissed by Judge Mulqueen in general sessions.

The legality of the original indictment was attacked by attorney for the board, on the ground that the finished product of the photo-engravers was not a commodity as defined in the Donnelly law, and that the agreement entered into with the labor union had been animated solely by a desire to improve the condition of employees.

In his decision Judge Mulqueen sustained the engravers' contention and said that a photo-engraving cut cannot be classed as a commodity within the meaning of the Act.

Judge Mulqueen said: "A photo-engraving is always made upon special order. It is useful only for the individual for whom it is designed and only for the particular occasion and it is useless and worthless to the public at large. A photo-engraving is unmerchantable and unsalable in the market."

TO PROMOTE ADVERTISING

FOLLOWING is the text of a typical advertisement issued by the Newspaper Representatives' Association, 1148 Peoples Gas Building, Chicago, which is supplying a number of U.S.A. and Canadian dailies with its series of advertisements:

THE ANSWER TO YOUR SALES PROBLEM

Whether you are a manufacturer of a food product, clothing, furniture, automobiles or hair pains you have sales problems that are daily becoming more intense. Probably the most acute of all your problems to-day is transportation.

Markets that you have been developing have been suddenly shut to you because of transportation limitations. Traffic experts say it will be a long time before the railroads will be able to make prompt deliveries of all classes of merchandise.

The salvation of the manufacturer facing this problem is the fact that there are certain markets that can be reached. A careful investigation will show you, as it has many others, that your distribution is scattered—very little consumer demand—and thus a small volume of business in proportion to the possibilities offered.

Right here is the answer to your sales problem, Mr. Manufacturer. Hunt those markets as you would a gold mine. Concentrate in them. Work them as you have never before worked a market—and in all your work and in all your calculations don't forget that the most powerful weapon you have to fight your battle with is newspaper advertising.

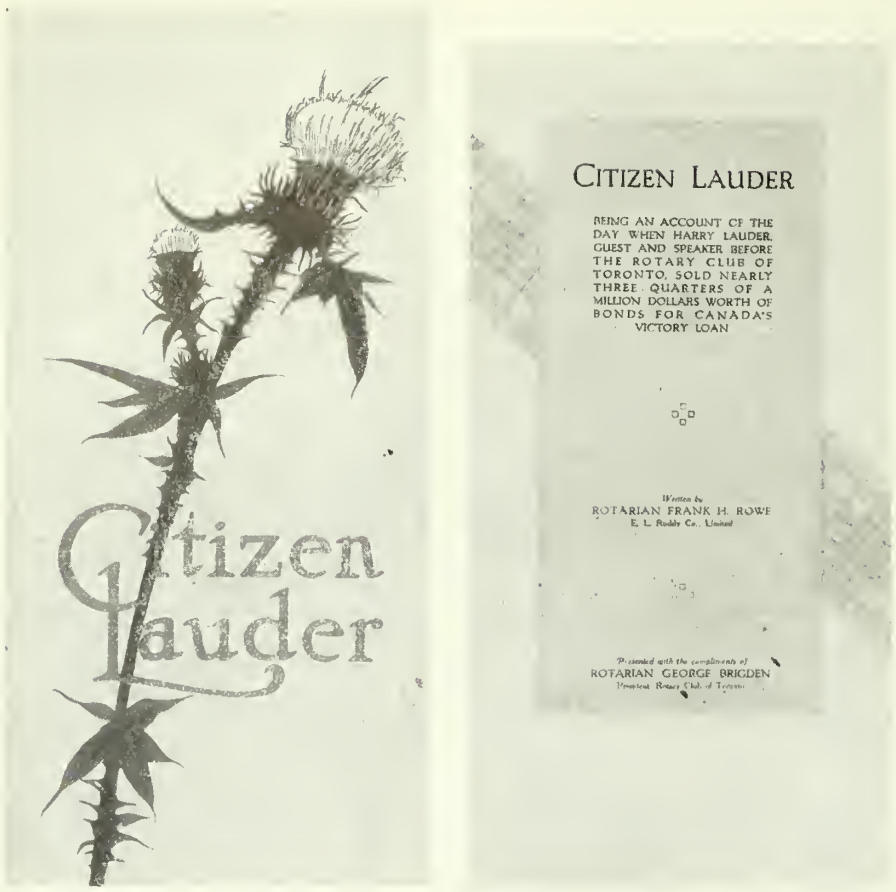
Never before has a chain of circumstances combined in such startling fashion to hammer home the truth that newspaper advertising is most efficient and economical.

Your jobbers and *your* retailers in *your* market know its power to produce sales for them. *Your* consuming public are responding to its appeal every day. You can buy it where you want it, when you want it and only as much as you need. No waste circulation in the markets you cannot now reach.

We, the Newspaper Representatives' Association of Chicago, are ready to help you find your market. We are ready to put all the resources of the newspapers we represent at your disposal. We are equipped to help you solve your sales problem. A letter will bring a man to your office ready to help you.

BREAKING RECORDS IN ENGLAND

ONE of the most surprising effects of the war on British newspapers is the way their circulations have increased. The Sunday papers, especially, have shown a marked upward tendency. *The Sunday Pictorial* and *News of the World* have topped the two and a half million mark, while the weekly magazine *John Bull* is approaching a million copies an issue. Many papers have increased their price and their circulations are steady.


Citizen Lauder
CITIZEN LAUDER
BEING AN ACCOUNT OF THE DAY WHEN HARRY LAUDER, GUEST AND SPEAKER BEFORE THE ROTARY CLUB OF TORONTO, SOLD NEARLY THREE QUARTERS OF A MILLION DOLLARS WORTH OF BONDS FOR CANADA'S VICTORY LOAN
Written by
ROTARIAN FRANK H. ROWE
E. L. Ruddy Co., Limited
Presented with the compliments of
ROTARIAN GEORGE BRIGDEN

Cover and title page of brochure produced by Brigdens, Toronto, engravers and printers, to commemorate a banquet at which Citizen Harry Lauder was the principal guest, and at which he auctioned $700,000 worth of Victory Loan Bonds.

A.B.C. RATE RAISE ADOPTED

THE referendum on the question of increased rates for A.B.C. service has resulted in the adoption of the increases proposed at the recent convention and rejected at that meeting.

The total vote on the proposition of rate increase was 509 affirmative and 181 negative, out of a total voting strength of about 1,100.

By virtue of the resolution passed at the recent convention submitting the referendum, the vote is retroactive and the increase in rates will be effective from January 1, 1918.

BRITISH FIRMS ADVERTISE

THE policy of the British Ministry of Munitions in respect to advertising of firms taken over by the Government is thus stated in a recent issue of the Manchester *Guardian*:

"With a view to removing misconceptions which have arisen the Ministry of Munitions states that no arbitrary rule has been formulated in reference to the advertising expenses of controlled establishments.

"In dealing with such establishments for the purpose of munitions levy, it has been the practice of the Ministry to make full allowance for advertising on a pre-war basis; and while it is possible that cases may arise in connection with contracts with the Ministry in which advertising charges would have to be more or less disregarded owing to the particular contract basis, such charges are in general treated as part of the legitimate establishment charges of the firm. All such cases are dealt with separately on their merits."

SHORT COURSE FOR EDITORS

A SHORT course for editors was opened last month at the University of Minnesota. The work is under the direction of the University Department of Publications and Rural Journalism. One of the features of the course is a news-writing contest. More than one hundred country editors were in attendance. Among the principal addresses was one by W. S. Kerr, of the Regina *Leader*, on "The War and the Press."

WANT TWO-CENT COIN

RECOMMENDATION that the Treasury Department resume minting of two-cent coins has been made by the executive committee of the American Newspaper Publishers' Association. The new coin, it was pointed out, would provide a convenient medium of exchange in purchasing newspapers, the price of which generally has advanced to two cents, because of increased costs of everything used in newspaper making.

THE THUNDERS OF SILENCE.

IRVIN COBB wrote a story in the *Saturday Evening Post* relating how by concerted action on the part of the newspapers of the United States a certain United States congressman who was blocking the war machine was "killed off." At a signal which reached every daily paper in the country his name was omitted from the papers. That ended him. The papers could not check his career by criticism, but the conspiracy of silence turned the trick. The story is written as fiction.

CO-OPERATION.

CO-OPERATION must replace competition after the war, that the highest efficiency of production can be secured, so that keener competition between the various providing nations may be faced and the great national debt met through increased production and the securing of new markets, Dean Adams of Faculty of Applied Science of McGill University told the Dominion Advisory Council of Industrial and Scientific Research. In Canada two things must be done to meet these conditions; first, there must be more attention paid to the conservation of our national resources, and, secondly, we must learn to develop and market them in a more efficient manner.

All the great national resources, such as lands, forests, waterpowers and fisheries, can be made much more productive and yet handed on to the future generations unimpaired. Increased efficiency in using and marketing the products of the national resources is also necessary.

TEACHERS OF JOURNALISM

THE annual meeting of the Association of Teachers of Journalism has been dispensed with for this year on account of the war and its accompanying economies.

TORONTO PRESS CLUB

THE election of officers for the ensuing year has resulted as follows:—President, Harry W. Anderson, the *Globe;* vice-president, T. J. Prendergast, *Mail;* secretary, H. H. Johnson, the *Globe;* treasurer, Wm. Logan, the *World.* Council: Art. Chambers, the *Telegram;* F. S. Chalmers, the *World*; George Hughes, the *News*; J. McLaren, *Saturday Night;* Tom King, the *World*; J. Hamm, *Mail*; Wm. Marchington, the *Globe*, and G. E. Morton, *Mail.*

The Canadian Club of Toronto was addressed this month by M. Stephane Lauzanne, the editor of *Le Matin*, the famous Paris daily.

PERIODICAL PUBLISHERS ARE EXEMPTED

As the result of a brief submitted by the Associated Business Papers, Inc., to the Federal Trade Commission, advocating an order exempting publishers of weekly and monthly publications from the provisions of the Monday closing order, the relief asked for was granted and periodical publishers were thus put in the same class as daily newspaper publishers. The exemption applied to the clerical and editorial departments as well as to the mechanical department.

Harold Alfred Vivian St. George Harmsworth, the heir of Baron Rothermere, and a nephew of Viscount Northcliffe, is dead from wounds received in the battle of Cambrai. Lord Rothermere's second son was killed in the battle of the Ancre.

The Hon. Bertrand Arthur Russell, late lecturer and fellow Trinity College, Cambridge, and heir presumptive to the second Earl Russell, has been sentenced to six months' imprisonment for making certain statements in a publication called the *Tribunal*, which were likely to prejudice Great Britain's relations with the United States.

The right of every soldier in the trenches to read the newspaper of his choice has been affirmed by Premier Clemenceau in a letter to Ferdinand Buission, president of the League for the Rights of the People. The Premier wrote: "For the army, unless there has been legal interdiction, the sale of newspapers cannot be hindered in any manner and under the same conditions their readers are free to express their opinions. It should never be lost to view that in this matter, as in all others, liberty of political and religious opinion belongs to soldiers and civilians alike and will be scrupulously guaranteed."

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JOHN C. KIRKWOOD - - - - Editor

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STANDARD ADVERTISING RATES

THE publishers of Bruce County, Ontario, are endeavoring to agree on standard advertising rates, determined on a circulation basis. A similar effort was made last autumn among the publishers of Essex, Kent, Elgin and Lambton, but the desired response was not forthcoming. Publishers are entitled to fair rates in which there is a profit at the end, but suspicions and jealousies are hugged as dear things—too dear to give up.

THE COUNTRY WEEKLY

SEVERAL publishers of weekly papers have written to PRINTER AND PUBLISHER enquiring for more particulars concerning a book by Professor Phil C. Bing, and called: The Country Weekly, How to Make it Profitable and powerful. This book is published by D. Appleton & Co., 35 West 32nd street, New York. The price is $2.16 by mail. The book can be ordered through the Technical Book Department of the MacLean Publishing Co., Toronto.

This volume is well spoken of. It is designed for small town editors, and for students of journalism. Its contents cover handling the news, correspondence, farm news, "heads" and reading, editorials, advertising, make-up, circulation costs. The publishers say that it pays for itself every day. It would have to be a very poor book, indeed, not to be worth its price to publishers of country weeklies. The fact that it is published by Appleton's, and that it is prepared by a man of position, wide experience and much knowledge suggests that the publisher who prefers to retain $2.16 rather than possess this book is in a position to write a much better book. Any dynamic or expanding book for the country publisher ought to be jumped at. Anything that will help to rescue the publisher of a country weekly from the torpor into which so many of them sink should be hailed as a saviour, and possessed at express speed.

NEW EDITOR FOR PRINTER AND PUBLISHER.

A. R. KENNEDY, editor of the Guelph *Mercury* for a number of years, will become editor of PRINTER AND PUBLISHER, beginning with the April issue. He will be attached to the editorial staff on the mechanical papers of the MacLean organization and of the *Financial Post*. Mr. Kennedy is the third man from the Guelph *Mercury* to join the staff, the other two being T. B. Costain, editor of *MacLean's Magazine*, and J. W. Tyson, editor of the *Financial Post*.

A brother editor, in a Western Ontario city, has the following to say about Mr. Kennedy:

He became well known as "Kennedy of the *Mercury*." He wrote prose, verse, and human editorials and paragraphs with a punch in every line. His editorial page was read from coast to coast with appreciation of its character. Kennedy had seen a good deal of the globe before he got into an editorial chair, but he never stopped chatting things over with the world and asking: "Whad'dye think of it, old man?" And being a man who was chummy with old Mr. Earth didn't mean for Kennedy that the seamy side was all the world could show. He wrote of cabbages and kings and church choirs; in fact, we believe he led or conducted a church choir, like Middleton of the Toronto *News*. There is nothing to prove it against him that he sang tenor, however.

Now Kennedy has gone to Toronto to look after the general editorial management of *Canadian Machinery* and two others of the great MacLean chain of publications. We must congratulate MacLean's on having "picked a live one." He will always be found with his shoulders thrown right into the collar, his judgment will be sound, and his trajectory as steady as his aim is certain. Kennedy is a versatile journalist who is certain to be heard from in the big league. And there is no doubt that he attracted men who will carry on with the *Mercury*, and continue to make it as good a newspaper as Kennedy in a large way helped to make it.

Mr. Kennedy was what is known in the printing industry as a machinist-operator. He then joined the staff of a daily paper as a reporter, and gradually worked up to the managing editorship of the Guelph *Daily Mercury*, a paper which from its inception has been recognized as one of the leaders in the smaller daily field.

Mr. Kennedy is a brother of J. B. Kennedy, now master mechanic of one of the large machine shops in the United States.

EDITORS, ATTENTION!

MANY an editor in Canada went off at half-cock when the packers' profits matter was under investigation. An editor should be a judicial sort of person, able to see both sides of a question. If, after that he wants to become a special pleader, that is his own affair. But in the case of packers' profits and the profits of other industrial concerns, the editorial comment in the case of scores of Canadian newspapers has been ignorant and malicious. One inevitable consequence of the slanting editorials has been a stampeded public whose battle cry was and is—"Curb Capital. Down with Millionaires. Limit Profits."

Here is something for editors to think of: Next autumn and winter there is likely to be a big increase in the number of cattle, sheep and hogs available for slaughter. Now suppose the packers, for good or suspicious reasons, are not too ready to absorb, at prices favorable to producers, the surplus stock, there will go up a terrible wail, which will be enlarged and widened by editors. Then when the packers tell their side of the story, there may be a reconsideration of views by editors and farmers and the public, and it is quite conceivable that the dear public, including editors and farmers, may go down on their hands and knees to the packers and the Government, begging for a change of heart and attitude. It's humorous, but costly, to see a stampeded public, including editors and farmers, getting back to sanity.

Canadian and American publishers are having a really gay time of it bucking the newsprint makers. They think they are winning the game. But suppose the newsprint makers, soon or late, fail to produce or supply the requisite quantity of newsprint, the publishers may find themselves very hungry and penitent, and may conceivably become solicitous suitors of the makers of newsprint.

Canada needs more better-informed, better-balanced editors. It has some, but too few.

THAT "GREASE" STORY.

THE "grease" story in the February issue of PRINTER AND PUBLISHER tasted good to many. Assuredly it was read by ink-makers and some others with zest, for the ink-makers of Canada are following in the wake of their American brethren in an effort and purpose to omit the lubricant called "grease" from their salesmen's outfit. Also by many employing printers and publishers whose purchasing agents have submitted to the greasing process. One believes that the wide dissemination of the "grease" story by employers of all classes would be a wholesome procedure.

The "grease" story was half-credited to J. D. McAra, the Calgary printer-man who has spunk in big quantities. But Mr. McAra disclaims authorship while admitting that he may have inspired the story. To do justice to a friend and ally, Mr. McAra has written to PRINTER AND PUBLISHER as follows:—

I wish that I could truthfully reply that I was the author of the article referred to ("Grease"). To reveal the name of the author would betray a trust, but it becomes somewhat embarrassing when confronted with praise that is unearned. The author of "Grease" is the distinguished writer of all other articles appearing in *The Magnet* from time to time, and some day soon I hope to be permitted to reveal the name of this clever writer. I am anxious to correct any false impression which might be conveyed by your reference to me, and I trust that you will give this a like publicity to the item referred to.

"Grease" originated out of my own experience. This was communicated to the writer one day at luncheon, and he thought it of sufficient value and foundation for a story for *The Magnet*. I have no proofs for the experience related but they are mighty close observations. I could furnish particulars of cases where the outcome justified my suspicions, the culprits being caught over-reaching. In these cases "greased" and "greaser" have turned out to be anything but howling successes.

The story then is fiction, founded on what I consider to be facts. It is not a copy, nor is the basis taken from any source other than that already referred to.

The Magnet is the very brightly edited house organ issued by Mr. McAra. Some day soon we shall hope along with Mr. McAra, that the the identity of the author of "Grease" and other good material may be revealed.

SELLING YOUR FIELD

THE man they call Alderman Findlay in Ottawa is the same man as William Findlay, known to all newspaper men of Canada, and some big ones outside of Canada. William Findlay is a man of courage: he has actually dared to acknowledge that his beloved city of Ottawa, the Capital of Canada, may not be known inside out by 2,000 or more national advertisers whose money he dearly desires. He has dared to challenge the domination of Montreal and Toronto.

To put this another way: the business manager of the *Journal* newspapers of Ottawa has published a book, bearing the title, Ottawa, the Capital City of Canada, with a sub-title, The Story of Its Capabilities for the Advertiser. The book tells about the people of the capital city, their pursuits and attainments; the city's history, geography and physical characteristics; its merchants and manufacturers; and, of course, about its greatest daily newspapers, which, however, and strangely, does not include the *Citizen*.

The book is impressively prepared—format, stock, typography, printing (two colors are used), and size. The letterpress is well-written, and the presentation of Ottawa's good story is complete and convincing. The cover is a striking one—makes one a little dizzy, it has to be owned, but this may send the reader the quicker to the inner pages, which are more peacefully devised.

The whole enterprise is well-conceived, as well as well executed. Space-buyers, omniscient as they are, notwithstanding, will welcome a publication of this kind. In their heart of hearts, and confidentially, they own that they want very full knowledge about the fields and mediums likely to serve them well, and repay them for merchandising efforts put forth. The knockers of a book of this sort are likely to be those whom the book reproaches and who would hate like Sam Hill to spend the money to produce a similar book. Canada abounds with men of Scottish descent or birth—and a few admirers of the Scots people.

The London *Free Press*, some years ago, prepared a very fine publication to sell London to 2,000 space-buyers. The London *Free Press*, like the Ottawa *Journal* newspapers, is prosperous. One wonders if there is any connection between prosperity and publicity. Other cities of Canada have likewise produced booklets about their communities—some commendably conceived and prepared, some, alas! very crude and villagish. But the main thing is the effort. Knowledge of how to do things right comes from action rather than from reflection.

Some day—not very soon, it is to be feared—the Canadian publishers of Eastern Canada, Central Canada and Western Canada, as groups, will unite to have produced publications which will be eminently satisfactory to space-buyers, including advertising agencies, and profitable to the publishers. These publications will be surveys of the fields in which newspapers are published. Hot air, bombast, spongy stuff and misty generalities will yield place to factful material, gathered at a cost of labor and money, by trained investigators, able to digest material, and present this digested material in a manner that persuades and compels. Some day—not very soon, however—the publishers of Canada will have prepared interesting maps and other graphic presentations of the reasons for their faith. Some day—and this day may come earlier—the publishers of Canada will engage a man or men to represent them collectively, in Canada, in Great Britain, in the United States; and they will, in the day of their enlightenment, support this man or these men adequately.

In the meantime, not many publishers have the big mind of William Findlay, who has confessed to himself and the world that Ottawa may not be very well known beyond Ottawa. A proof of this lack of enterprise, vision, courage, faith and purpose is likely to be provided by the pages of W. A. Lydiatt's new paper, *Marketing*. Lydiatt will most certainly solicit the publishers of Canada—publishers of dailies, country weeklies, magazines, farm papers, religious papers, distributors' newspapers—to declare themselves and service to space-buyers and agency men, in Canada, Great Britain and the United States. But one can guess safely that, quite too often, Jones will see that to take space in *Marketing* is a mighty good thing for Brown, but that in *his* case—well *his* case is peculiar; which, being interpreted, means, "I don't want to part with money."

PRINTER AND PUBLISHER believes that Business Manager Findlay will recover more than the cost of publishing his book about Ottawa—this in 1918 and in subsequent years.

MORE PAY FOR REPORTERS

ARE the newspapers putting the pay-roll emphasis on the right place in the arrangement of their editorial staffs? The usual path is that the reporter shall take on the status of a "cub." That sounds a bit better than the title they hang on the apprentice at the inception of the mechanical training, but it conveys the same idea in the long run. The reporter does his best; he develops a bent for some particular line of work and his assignments drift in that direction; eventually he becomes a specialist in the art of the originating or developing that particular sort of work. He is in close touch with the outside world. He meets people who do things and he is in shoulder-to-shoulder contact with events from which real news is made.

This man fills a big space in the local room of any large newspaper. He is the big city counterpart of the capable reporter on the smaller daily. He is rendering a big service to his paper. He is writing the stuff that the great bulk of the subscribers read. He is, in short, one of the best subscription agencies that the paper can possibly possess, for after all it is the subscription that is won and held by merit that counts.

Well, what happens? This reporter reaches the limit of the salary rope for the office. His path now has three options: (1) Stay where he is; (2) get out, or (3) wait until some person on a "desk" job gets fired, dies, or resigns.

Now, here's the point on which managers and editors differ: Where is this good reporter going to be worth most to his paper on a desk in the office or in the outside world doing a class of work for which he has a special aptitude? In the past nearly every paper has pursued the routine of making promotions and taking these men on for desk positions or for editorial work. There is of course plenty of precedent to commend this plan. The order of promotion gives the incentive for the reporter to keep on doing his best. When he gets to an editorial position there is probably a certain amount of satisfaction in looking back to the day when, as a cub, he covered a one-alarm fire, or wrote an exclusive story of the presentation of a carpet bag to the pastor who fell victim to the itinerant system. And it no doubt helps to keep up the supply of raw material for the reportorial staff.

The man who was a great asset to his paper on the outside may prove a great asset at a desk job, and again he may not. The process of getting a man to take up his work starts all over again, and the paper suffers in the meantime. Most publisheds and managing editors will feel that they are the best judges of this matter, and it would, as a matter of fact, be hard to strike a medium that would apply fairly to all offices. Yet there is a growing feeling that under normal conditions the local end of a paper is the great source of strength. This applies more particularly to papers that have not a provincial or national standing. It looks like good policy to sprout the pay envelope of the outside man who has reduced his work to a science and keep him on that department rather than to make his salary increase dependent upon his jumping the fence and landing with his coat buttons up again the edge of an editorial desk.

UNFAIR TRADE PRACTICES

COMPLAINTS charging unfair trade practices were issued last month by the United States Federal Trade Commission against thirty-eight manufacturing firms, as the result of a long and intensive investigation which has revealed "a very serious and unhealthy condition in certain lines of industry.' It was the largest number of complaints ever issued at one time by the commission.

Thirty-four of the complaints were against varnish makers, three against manufacturers of printers' ink, and one against a soap factory.

In addition the commission has granted the request of a number of other concerns, which admitted the practices complained of, and asked for consent orders to avoid publicity in having their affairs investigated.

Practically identical complaints were issued against the varnish makers, being charged with attempting to stifle and suppress competition by systematically and on a large scale giving employees of customers, prospective customers, and competitors' customers gratuities.

* * *

The foregoing should be interesting to Canadians, since Canadian ink manufacturers, engravers, and paper makers have been accused or suspected of unfair trade practices.

A NEW ADVERTISING PROSPECT

THE business meeting of the Canadian Paper & Pulp Association, held last month in Montreal, was the occasion for some severe condemnation of Canadian publishers by members. Among the outspoken members were F. J. Campbell, president; J. N. Greenshields, K.C.; Geo. St. Montgomery, K.C., and George H. Mead.

Following are extracts from some of the addresses given:

Mr. Campbell: Over three-quarters of a million dollars have been taken out of the pockets of the paper makers of this country in the last eleven months. This money has gone to publishers—the publishers of Canada – and while there are some thirteen hundred papers of various sorts published here, over ninety per cent. of that large amount has

been divided among the 138 publishers of daily papers in Canada.

It has always been one of the fundamentals of British justice that a man is innocent until he is proven guilty. The paper makers of this country were held to be guilty before they were tried, and sentence was passed before a judge was appointed to hear the case. After many months of loss and turmoil and delay, the judge says we are not guilty, but no mention is made of the return of our fine.

Now, what effect is this going to have on our country? Any interference with the natural course of trade and commerce is likely to have far-reaching results. We know that a year ago several of our largest concerns had plans concluded for further development, plans involving the expenditure of many millions of dollars. To-day, hardly one dollar's worth of that work is being carried out. One concern had completed a paper mill extension, and they are not installing the machinery. Another began building operations and stopped; another had placed contracts for equipment very largely in Canada, and its contracts have been cancelled. It may not be that all this work has been stopped because of the unfair treatment with which we are contending, but it is perfectly clear that there can be no inducement to invest capital for the purpose of converting pulp to paper, when pulp can be sold at a profit, and the Government tells us that paper must not.

Further, I have the unqualified assurance of those concerns that actual contracts for large extensions have been cancelled absolutely because of this unjustifiable restraint on the paper industry, and we know that two large companies that planned to extend their operations in this country have discontinued those plans and have purchased paper mills in the United States. The geese that lay the golden eggs may not be killed, but some of them are laying in another field.

Mr. Montgomery: I put it to you seriously as to whether you are not a little bit too much alarmed by this bogey, the "power of the press." Individually they have no great power, and not as much power as you gentlemen represent. Their capital investment is only one-tenth of yours. Their power lies in the fact that they mould public opinion, that they, supposedly sitting aloft and following the affairs of the world, are in a position impartially to speak as to the various events of the day and to guide public opinion, and their power in that respect is certainly very very great, and it is not my desire to minimize it, but what I would wish you to think over is as to whether their power is as great when defending their own pocketbooks, and whether the public is not disposed to discount a little of their efforts when their interest is so obvious. Up to date the public have had no opportunity of hearing any side but their side. We have had an illustration of this since Mr. Pringle handed out his findings. We have read, particularly in the Toronto papers, where so many good things emanate from—we have read editorials in all the leading newspapers disparaging the efforts of Mr. Pringle.

Is it not time you perhaps considered a policy of letting the public know the other side of the case—that there is another side to it? And when they publish their editorials telling the people of Canada that while the increase in the price of newsprint falls directly upon the publishers, it is a burden laid indirectly on the whole population of Canada, is it not time, perhaps, you suggested to the population of Canada that while they are crying about the increase in the price of newsprint, they have passed on the cost, and more than the cost in increased prices of circulation, as well as increased prices of advertising?

It seems to me the public should be acquainted with these facts. They should be informed of what Mr. Greenshields has told you in regard to the publishers holding up the shipping at such a critical time for their own selfish purpose to bring in paper from Newfoundland. They are calling upon you to make sacrifices and at the same time for their own selfish ends, and to save themselves a few dollars, in an endeavor to break the price in newsprint, they are holding up the much-needed vessels for seven days on each trip—vessels which should be taking supplies to our boys at the front, in order that they can get some newsprint in from Newfoundland and break the price.

The public should know that there are two sides to this case, but the public now only knows one, and I wonder if it is not time for you gentlemen to consider whether you should not do something more than employ lawyers and attend commissions, and whether you should not appeal to the people of Canada themselves and let them know they are being hoodwinked for the private gain of the people who are supposed to be responsible for the formation of public opinion in this country.

PRINTER AND PUBLISHER would point out to Canadian newspaper publishers, if they have not already perceived it themselves, that in the foregoing is great encouragement for believing that a solicitation of the Paper & Pulp Association to conduct a campaign of publicity in the press of Canada would meet with a prompt and favorable reception.

If the Canadian Press Association formulates a plan, involving an expenditure of $100,000 or so, in the daily newspapers of Canada, and has its manager present this plan, there may be developed a brand new advertiser. Here is a prospective advertiser which no advertising agency is seeking to develop, and if the Canadian Press Association succeeds in producing this business, it will be quite in order for it to bar agency commissions on this particular class of advertising.

When a man, or a body of men, or an institution, has a sore grievance publicity usually gives desired relief, and so is worth its cost.

W. A. LYDIATT'S NEW PAPER

"MARKETING," the new monthly issued by W. A. Lydiatt, Toronto, made its first appearance this month. It will be issued monthly at $2 a year. The publisher makes it plain that there will be no free or complimentary mailing list, and this news will be very painful to many a publisher in Canada.

Marketing is out to do a big service for Canadian publishers, a service they ought to have organized long ago to perform themselves. But an idea requires a single propagandist, and that man didn't make his appearance. And if he had loomed up, and if he had succeeded in putting over his idea of a publisher's own organ, to go to advertisers, it would certainly have been more than a $2 "touch" per publisher. Furthermore, such a publication, being an organ, would have been under suspicion all the time. It would have to go round like an illegitimate child, half nameless, and half ashamed.

Now Mr. Lydiatt has produced an independent publication much better than any coöperative, publisher-backed organ could ever hope to be, and he is asking publishers and advertising managers for $2 and some advertising as the basis of value received.

The first issue of *Marketing* has numerous good articles in it. Perhaps the big feature article is the editor's own, which proposes that a council of experienced advertisers shall be established to direct government advertising.

Marketing will surely prove a stimulating magazine and it is greatly to be hoped that all publishers of dailies, weeklies and periodicals will become subscribers to it, not for the publisher's sake, and to give a practical endorsement to his venture, but for their own sake.

BLESSED BE PUBLICITY.

THE *War Board Bulletin* of the Canadian Railway Association for National Offence is the mouthpiece of the Association. It is obviously designed to give to editors and others information useful to them for a proper understanding of some matters on which editors write, often times with inadequate information, and with a bias explainable often by dense ignorance. The issue of bulletins of this sort is to be commended, and if more "interests" were equally candid, and gave out public statements to editors and others it would be good for them and the country. The committee of the Association includes such men as Lord Shaughnessy, Sir William Mackenzie, D. B. Hanna, and Sir George Berry. W. M. Neal is the general secretary.

THE FARM FIELD.

CANADA is the name of a publication being issued by the publishers of the Montreal *Family Herald and Weekly Star;* a subtitle is, Its Rural Homes and Farms. The little publication will be welcome wherever it goes, but is not likely to be viewed with much admiration by the publishers of the "legitimate" farm press. It has been frequently urged that the farm papers of Canada should unite to have produced and distributed their own spokesmen, but so far these suggestions have fallen on unresponsive minds and wills. In the meantime the Montreal rival of numerous farm papers has stepped in to give the space-buyer facts about rural Canada desired by him. It is a trite observation to say that often it costs more *not* to do a thing than to do it.

CORRECTION

THE item which appeared in last month's issue of PRINTER AND PUBLISHER to the effect that N. C. Cameron had returned to Halifax from Toronto to look after the *Maritime Merchant,* which he established several years ago, was incorrect and regret is expressed for its publication.

I. C. Stewart, president of the Imperial Publishing Company, publishing the *Maritime Merchant* (established 1892), writes to set us right. An attempt was made some time ago by Cameran to establish a paper bearing a name too near the name of the *Maritime Merchant* to permit the use of this name, and apparently the project of starting a competitive paper was then dropped.

WANTS $50,000.

CIVIL action to recover $50,000 from the Whalen Pulp & Paper Mills, Ltd., of B.C., has been commenced in the interest of George S. Harrison, who alleges that the company violated its contract with him as its comptroller.

Mr. Harrison's contract with the company runs for five years and it is said that a clause in its makeup admits that there can not arise at any time, so far as the company is concerned, any question as to Mr. Harrison's competency as comptroller.

ENGRAVINGS COST MORE

ENGRAVING prices have again advanced, a new schedule of rates having gone into effect December 1st last.

ZONE SYSTEM

THE zone system as passed by the United States House of Representatives originally would have cost some New York daily publishers from $300,000 to $500,000 additional postage per year, it is said.

The Paper Situation in Canada

Order-in-Council Passed Approving of the $2.85 Price for Newsprint—Enquiry into Cost of Manufacture to Be Continued — Paper Controller's Powers Enlarged

CANADIAN NEWS PRINT PRICE

THE sub-committee of the cabinet which studied the news price question last month has approved of the price of $2.85 per hundred pounds fixed by Commissioner Pringle, and an order-in-council to this effect has been passed. There is the condition attached that the manufacturers are to receive the old price of $2.50 for the three months from February 1 to May 1, and that the balance of 35 cents on each hundred pounds is to be paid into a bank at Ottawa to the credit of the Government through the controller. If, after a complete investigation the increase is found to have been warranted, the publishers will get this money, while if it is found that the publishers should only have paid $2.50. they will get this extra money returned. If it is found that a price in between is fair, the trust fund will be divided.

The commissioner has designated the Ottawa branch of the Royal Bank to receive these moneys, and it is estimated on the average quarterly sales of 18,000 tons of news print that about $150,000 will be paid into the local bank. The order-in-council also provides for the carrying on of a more thorough investigation on a more limited scale, and it has been decided to try and find the actual cost of news print through taking the figures of four of the principal mills instead of all of them. The selection of the mills was left to Commissioner Pringle, and it is likely he will designate the Laurentide Company, Grand Mere; Fort Frances Company, at Fort Frances; Abitibi Company, at Iroquois Falls, and one of the local companies: J. R. Booth or E. B. Eddy. The investigation is to be completed by April 20.

The order-in-council urges the publishers to get back into the inquiry and give all the assistance they can, and it recommends that Mr. Pringle be assisted in his work by the services of a competent expert in the pulp and paper business. The order provides for an enlargement of the powers of the commissioner even to the extent of going into the actual newspaper publishing business.

BIG PIECE OF DIPLOMACY

Commenting on the recent announcement from Ottawa that the Government had decided to accept Commissioner Pringle's recommendations, and fix the price of news print at $2.85 per cwt. from February 1 to May 1, with the proviso that the 35 cents in excess of the former rate of $2.50 be handed over to the Paper Controller pending a definite price settlement, the *Paper Trade Journal* of New York says that it is regarded among paper men as a master stroke of diplomacy on the part of the special subcommittee of the cabinet. Ministers of the Crown who had the decision to make were obviously in a dilemma. They recognized the justice of the manufacturers' demands, but did not care to antagonize the press by granting them. For some time it was thought that they would decide on an intermediate figure by way of compromise. However, they have done better than this. While the manufacturers do not actually receive the $2.85 rate, the Government's tacit admission that it is a reasonable rate is reflected in their decision. And as for the publishers, they can live in hope that they will be able, by the strength of their representations, to get back a part at least of the extra payment that they will be called on to make for the next month or two.

HOW TO PAY FOR NEWSPRINT

CONTROLLER PRINGLE has ruled that the 35 cents per 100 lbs. advance on the former $2.50 price, as authorized by a recent Order-in-Council, shall be paid to the Paper Controller before the paper is shipped by the mill. When the payment by the customer has been made, according to directions, the Paper Controller will advise the mill that the 35 cents has been paid, and that, therefore, the mill may ship the paper ordered. The $2.85 rate applies only to newsprint in rolls.

The prices for sheet news are $3.25 per 100 lbs. f.o.b. mill in carload lots, and $3.50 per 100 lbs. f.o.b. mill in less than carload lots of two tons or more. These prices are payable direct to the manufacturer and they apply only on purchases of paper made direct from the manufacturer. They do not apply on purchases of paper made from a jobber.

OTTAWA MEETING

AT Ottawa, on March 12, a meeting was held for the purpose of continuing the investigation into and concerning the manufacture, sale, price, and supply of newsprint, and also for consideration of the accountants' reports as to differential to be ajusted between the manufacturers.

A BLANKET LICENSE

THE United States War Board issued a blanket license on February 20 for all newsprint paper to pass across the Canadian border. In response to appeals from publishers all over the country, Chairman McCormick instructed all customs agents to pass print paper automatically.

ENQUIRY POSTPONED

THE inquiry into the newsprint situation, which was to have been continued on February 12 by R. A. Pringle, Newsprint Commissioner, has been postponed to an indefinite date. Arrangement is being made to hear a number of expert witnesses, who will give evidence as to the cost of manufacture and operation of paper mills. These witnesses are not yet available.

WASHINGTON ENQUIRY

THE United States paper manufacturers were called by the Federal Trade Commission at Washington this month to give information on investment and production costs, which the Commission will take into consideration in fixing a price of newsprint effective from April 1. At the hearing the manufacturers, through their counsel, asked for more time to prepare their figures.

A feature of the week's proceedings at Washington was the evidence of William C. Powers, sales manager of the Great Northern Paper Co., of Maine, who testified that his company had contracted for the sale of this year's output at $2.50 per hundred pounds, subject to upward revision of not more than 50 cents.

THE PAPER COMBINE

INVESTIGATION by the Washington Government has brought to light the fact that a gigantic combine has the Canadian newsprint production in its grasp.

At the same time, the parallel investigation being conducted by the Ottawa Government has resulted in a recommendation that newsprint prices be increased thirty-five cents per hundred pounds.

That is the difference.

Commissioner Pringle was appointed by the Borden Government to ascertain the cost of production in order that the Government might determine whether the proposed increase in the price of newsprint was warranted, as the mill-owners said it was, by the increased cost of producing paper.

But now Commissioner Pringle admits that he has not discovered what element the cost of production plays in the price of the newsprint, but he makes an interim report advocating a boost of thirty-five cents in the price, on the advice of the mill owners.

It is a farce.

Why has Commissioner Pringle not yet learned the cost of production? Why can he not obtain reliable figures? Why can the combine mock at the whole investigation? Why is it not forced to supply authentic figures?

It was because none of these things were done, because no reliable figures were forthcoming, that the counsel for the press resigned from his office in this investigation.

But Commissioner Pringle has surely gone far enough to realize that the newsprint trade is in the grip of a combine. In any case, he must know it, because the Washington Government has investigated and exposed it. The combine has confessed operations criminal under the Act, and officers of the concern have each paid the American Government fines of $2.500. The case is made for the Canadian Government, guilt is confessed, and it but remains to see how the Government will deal with the violators of the law.

Will they increase the price thirty-five cents per hundred pounds, in accordance with the desires of the combine?

Or will they, at last, make use of the legislation passed against combines in this country, and bring them up with a jerk, as has been done by the United States?

Which?—The Quebec *Telegraph*.

A WISHY-WASHY PRONOUNCEMENT

NEEDLESS to relate, the decision (of the sub-committee of the Dominion Cabinet regarding the newsprint price, $2.85) is a wishy-washy pronouncement further intended to delay matters and give satisfaction to none of the interests concerned. So declares the *Pulp and Paper Magazine*, Montreal. All along it has been shrewdly guessed that the powers at Ottawa have been sorry more than once that they ever attempted arbitrary proceedings in a matter of this kind and have wished a score of times that they were rid forever of the proposition. There is no doubt that the Minister of Finance first took action over a year ago to please the press. An election was hovering in sight, and there was a disposition to curry favor with the leading newspapers. Now the election is over and a decision is still

many months off. It is intimated that the report will be completed by April 20th, and that Mr. Pringle is then to hand in his final decision in the matter, and the newspaper publishers will be given an opportunity of putting up another fight. Although a tentative date has been arranged, how long after Mr. Pringle makes another finding before it will be given effect by His Excellency the Governor-General?

The whole thing partakes of the nature of a farce comedy and would be a target for many a jest were the consequences involved not so serious and fraught with such importance to the life of one of Canada's leading industries. The individual who cannot come to a definite decision on any point is the most difficult one in the world to do business with, and this is precisely the plight of the Federal Government. The authorities apparently want to both hunt with the hounds and run with the hare.

MEETINGS IN MONTREAL

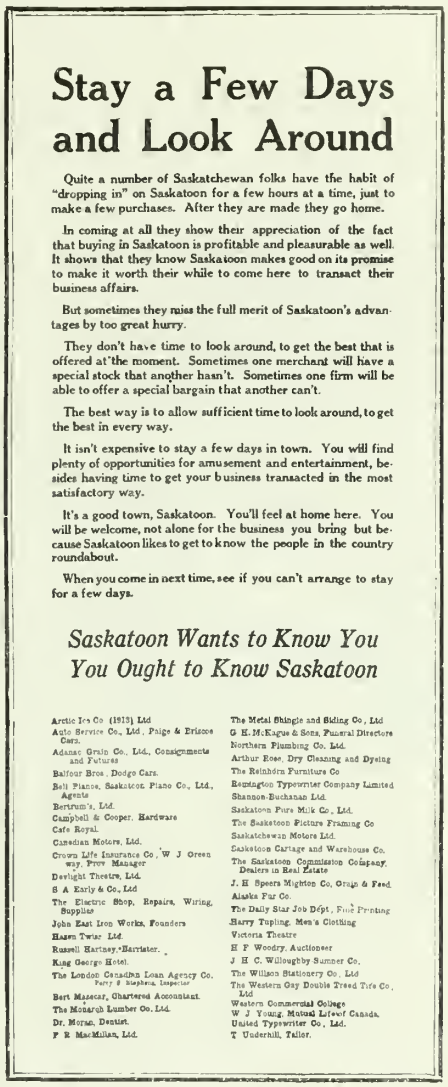
MONTREAL last month was the center of important conferences in connection with forestry and pulpwood problems, and there were large gatherings of interested parties from all over Eastern Canada. First there was the annual meeting of the Canadian Lumbermen's Association; then the inaugural meeting of the Woodland section of the Canadian Pulp and Paper Association; and then the annual meeting of the Canadian Forestry Association. These meetings were so arranged that all three might be attended by those coming to either.

PAPER MAKERS DEMAND RAISE

THE International Brotherhood of Paper Makers and the International Brotherhood of Pulp and Sulphite Workers have made a joint demand upon the paper manufacturers for an increase in wages amounting to about 40 per cent. The proposed schedule was presented to a number of manufacturers on February 7 in New York. The manufacturers promised to give the demands consideration and to make reply in March. So far there has been no talk of a strike and no indication of friction.

PAPER CONDITIONS IN GREAT BRITAIN

G. W. WALKER, of the Methodist Book and Publishing House, Toronto, has returned from an extended business trip to England. He states that books may be bought in London by the wholesaler only in limited quantities and, in placing orders, that for the first time in sixteen years, he was asked to reduce the amount. Mr. Walker reports that one branch of the trade has benefited enormously by the war and that is the stationery line. Firms had stocked up for many years with paper of all kinds, some of which was considered of little or no value. Now all this has been sold at enhanced prices. Strawboard used formerly for book covers had been commandeered by the government and was now employed for making boxes for shells, and bookbinding was likely to go back to the older form of limp cloth or paper. One of the great difficulties of the publishers in the Old Land was the shortage of labor as practically all the available men who were eligible for military service had been withdrawn. Mr. Walker reports that there has been no diminution in the demand for books and millions of them, principally fiction and humor, are beingsent to the men in the trenches to read. The books, which were marked at one shilling a year ago, are now a shilling and sixpence owing to the high cost of paper and printing.



Stay a Few Days and Look Around

Quite a number of Saskatchewan folks have the habit of "dropping in" on Saskatoon for a few hours at a time, just to make a few purchases. After they are made they go home.

In coming at all they show their appreciation of the fact that buying in Saskatoon is profitable and pleasurable as well. It shows that they know Saskatoon makes good on its promise to make it worth their while to come here to transact their business affairs.

But sometimes they miss the full merit of Saskatoon's advantages by too great hurry.

They don't have time to look around, to get the best that is offered at the moment. Sometimes one merchant will have a special stock that another hasn't. Sometimes one firm will be able to offer a special bargain that another can't.

The best way is to allow sufficient time to look around, to get the best in every way.

It isn't expensive to stay a few days in town. You will find plenty of opportunities for amusement and entertainment, besides having time to get your business transacted in the most satisfactory way.

It's a good town, Saskatoon. You'll feel at home here. You will be welcome, not alone for the business you bring but because Saskatoon likes to get to know the people in the country roundabout.

When you come in next time, see if you can't arrange to stay for a few days.

Saskatoon Wants to Know You
You Ought to Know Saskatoon

Arctic Ice Co (1913) Ltd
Auto Service Co., Ltd., Paige & Frisco Cars.
Adanac Grain Co., Ltd., Consignments and Futures
Balfour Bros., Dodge Cars.
Bell Pianos, Saskatoon Piano Co., Ltd., Agents
Bertrum's, Ltd.
Campbell & Cooper, Hardware
Cafe Royal
Canadian Motors, Ltd.
Crown Life Insurance Co., W J Greenway, Prov. Manager
Dwight Theatre, Ltd.
S A Early & Co., Ltd
The Electric Shop, Repairs, Wiring, Supplies
John East Iron Works, Founders
Hazen Twiss, Ltd.
Russell Hartsey, Barrister.
King George Hotel.
The London Canadian Loan Agency Co., Percy F. Stephens, Inspector
Bert Mascar, Chartered Accountant.
The Monarch Lumber Co., Ltd.
Dr. Morse, Dentist.
F R MacMillan, Ltd.
The Metal Shingle and Siding Co., Ltd
G H. McKague & Sons, Funeral Directors
Northern Plumbing Co., Ltd.
Arthur Rose, Dry Cleaning and Dyeing
The Reinhörn Furniture Co
Remington Typewriter Company Limited
Shannon-Buchanan Ltd.
Saskatoon Pure Milk Co., Ltd.
The Saskatoon Picture Framing Co
Saskatchewan Motors Ltd.
Saskatoon Cartage and Warehouse Co.
The Saskatoon Commission Company, Dealers in Real Estate
J. H Speers Mighton Co, Grain & Feed
Alaska Fur Co.
The Daily Star Job Dept., Fine Printing
Harry Tupling, Men's Clothing
Victoria Theatre
H F Woodry, Auctioneer
J H C. Willoughby Sumner Co.
The Wilson Stationery Co., Ltd
The Western Gay Double Tread Tire Co., Ltd
Western Commercial College
W J Young, Mutual Life of Canada.
United Typewriter Co., Ltd.
T Underhill, Tailor.

The Saskatoon *Daily Star* published this advertisement and others like it in its own columns. The idea is "Come to Saskatoon," designed to attract to that city people from adjacent territory. A series of 13 advertisements was sold easily, and it was easy to secure renewals. The rate was better than local display rates. The ads are run on Saturdays. The Saskatoon *Star* is on its job.

WOVEN PAPER GOODS IN GERMANY

IL SOLE, of Milan, publishes an article in which it is stated that an exhibition of yarns and woven goods of paper was opened recently at Chemnitz, Saxony. Various articles which are now being made from paper in Germany are exhibited in two rooms of the King Albert Museum.

The first room contains the paper yarns, raw and colored, of various sizes and for divers uses, such as yarns for knitting, for underwear, for lace making, etc., as well as articles made from these yarns, such as hosiery, gloves, underwear, cravats, suspenders, cord and twine of all sizes, etc.

The second room contains the garments and objects of domestic economy made from woven goods of paper—shirts, handkerchiefs, scarfs, towels, clothes for children, aprons, women's purses, nets, bags, tablecloths, napkins, table covers, rugs, trimmings, etc. A special section contains articles obtained by utilizing particularly certain other textile materials as substitutes for cotton and wool—cocoanut fibre, the bark of osiers, hop tendrils, herbs from marshes, stems of nettles, peat, broom, etc.

The German Society of Manufacturers of Underwear, which has its seat at Chemnitz, arranged for the organization during the time the exhibition remained open of demonstrative lectures on the new applications all these substitutes have found in Germany in order to offer to the population products which are indispensable to domestic economy and which at present can not be made with cotton or wool. These lectures are given by the director of the practical school for knitted goods.

NEW B. C. PULP MILL

ANOTHER large pulp mill is to be erected in British Columbia at an early date. The site will be at Beaver Cove on Johnston Straits, five miles south of Alert Bay, where the company have two thousand acres of which a final survey has reecntly been made. W. H. White, of Boyen City, Mich., is at the head of the new organization and lately visited Vancouver in connection with the project. He was accompanied by C. F. Beyrel, an engineer of Chicago. The company is placing contracts for equipment and expect to start construction work on the new industry early in the spring. The initial output will be forty tons per day, but it is expected that production will ultimately be increased to two hundred tons. On the two thousand acres owned by the company there are five billion feet of timber. The company also intend to erect a saw mill at Beaver Cove.

PEACE TERMS PROPAGANDA

ARTHUR Woods, police commissioner of New York under Mayor Mitchel, has been appointed to direct an American propaganda campaign of world-wide dimensions, which will have for its purpose the spreading among the neutrals of the truth about America's role in the war, the informing of the people of Germany of what the United States is fighting for, and lastly, and most important, maintaining the morale of our Allies by a thorough knowledge of what this nation is doing and plans to do to help them.

The fourteen principles which President Wilson enunciated as a foundation for a just peace will be spread among all the peoples of the Allies, as well as over the rest of the world.

CRIMINAL LIBEL CHARGED.

CRIMINAL libel has been charged against Harry Corti, editor of *La Tribuna*, an Italian newspaper published in Toronto. The complainant is Giovanni Davona, Italian Consular representative at Welland, who claims that an article was published in the newspaper saying that he issued statements to certain Italians claiming that they were ineligible for military service.

A course in journalism will be begun in the Cleveland East Technical High School, which institution has its own newspaper, the *Weekly Scarab*.

PUBLICATIONS RECEIVED

Specimen Pages of Printing Types is a publication issued by the Hunter-Rose Company, Toronto. It illustrates, by a series of pages 6" x 9", the printing types possessed by this firm suitable for all kinds of catalogues, booklets and periodicals. Monotype faces, and job and catalogue printing types are shown, including Monotype printing borders. The publication, at the end, contains a variety of miscellaneous information pertaining to engravings, proofreader's marks, underscoring, words to square inch, paper sizes, and envelope sizes. The whole production is well done, and will have a long service. It will prove a great help in dealing with customers.

A calendar from J. & A. McMillan, printers and publishers, St. John, N.B., has been received. This year's calendar follows the idea of last year's—its design is the combined flags of the principal allies, only the flag group this year differs from the group of last year. This year the grouped flags are those of Great Britain, France and the United States. The calendar has in the margin, as a border, Canada's storm signals and well-drawn sketches of factories and ships. The motto under the flags is an extract from words of Abraham Lincoln, "And having thus chosen our course, let us renew our trust in God, and go forward without fear and with manly hearts." The firm of J. & A. McMillan was established in 1822.

Citizen Lauder is the title of one of the most pleasing brochures that have ever been received by PRINTER AND PUBLISHER. It is the story of the banquet of the Toronto Rotary Club last autumn, with Harry Lauder as the principal guest, and when this Citizen succeeded in auctioning Victory Loan bonds to those in attendance to the tune of $700,000. The occasion was memorable, and merited a souvenir. The brochure, which has been produced to commemorate the wonderful banquet, is the joint work of Frank H. Rowe, with the E. L. Ruddy Company, and George Brigden, manager of Brigden's, Limited, printers and engravers. The text of the story is excellent—a vivid, atmospheric, tingling chronicle. But the dress of the story—the physical presentation of it—is extraordinarily good, and George Brigden is to be heartily complimented on the thing he made. We reproduce the cover elsewhere (on page 32), but this suggests but poorly the real thing. The thistle design and the lettering were embossed. Color was used, the stock was ivory color. The inner pages were enriched with a tartan band in attractive coloring, giving to the brochure a finished effect, and making its recipients cling to their copy jealously.

The Hawaiian Annual for 1918 has been issued by the Hawaiian Promotion Committee, the official information bureau of the Hawaiian Islands, headquarters Honolulu. The idea is to demonstrate and establish Hawaiian claims as an all-the-year-round tourist resort. The enterprise of the Hawaiian Promotion Committee is admirable. One could wish that Canada had a similar organization equally aggressive.

Reconstruction is the title of a bulletin being issued by the Military Hospitals Commission, Ottawa, for the information of all interested in the welfare of Canada's returned soldiers. The idea of this bulletin is good, and one hopes that its purposes will be fully achieved.

The Paper Trade Annual, which is a special annual issue of the *Paper Trade Journal*, New York and Chicago, dated February 7, 1918, was a very fine and sizable issue, running to 402 pages, including the cover. This year's issue was, as usual, also the Convention Number, commemorating the 41st annual meeting of the American Paper and Pulp Association. As a review of 1917, in its relation to the paper and pulp industry, this huge issue is an admirable production. Physically, in the matter of its paper, printing, typography and illustrations, the Annual is greatly to be praised. Some of the contents of this issue are: A Year of Striking Adjustments; 1917 an Eventful Year in Newsprint; Paper BMills in Congress in 1917; The Future Supply of Raw Materials for Paper, and numerous technical articles by authorities.

The 17th Annual Report of the Canadian Association for the Prevention of Tuberculosis. This volume covers the year 1917. It is a bulky volume, consisting of 352 pages, and so is indicative of the amount and extent of the activities of the association of which the secretary is Dr. George D. Porter, and who says in his own report that, in spite of war and its many drawbacks, the question of tuberculosis has received more attention from both the Government and the public than ever before. The secretary says that the educational campaign of the association goes steadily on, and is making its influence felt. This volume is an important addition to all preceding volumes, and is a heartening publication—one which all editors should become familiar with, and draw on for material. The conquest of T.B. has come to be regarded as an economic as well as a humane endeavor, and one rejoices to know that in Canada so much of a practical and efficient sort has been and continues to be done to control and defeat the ravages of the White Plague.

"Honor Roll of Picton Collegiate, 1917." This was published by the editorial staff of *Garnet and White*, the collegiate publication. The special publication is a creditable production as to idea and contents, though candor compels one to say that the press work, particularly the make-ready of the numerous halftone illustrations, is not up to the best examples.

The honor roll consists of those students of the Picton Collegiate who have enlisted for overseas.

The interesting thing about this issue, from PRINTER AND PUBLISHER'S point of view, is that it is an example of a good idea—one born in the mind of A. E. Calnan, manager of the Picton Gazette Publishing Company.

The honor roll edition consists of twenty-eight pages and cover, and is an advance from the usual eight-page production of the students. The students were responsible for the arrangement of matter and attended to all other details—good experience for them.

Here is an idea which other publishers can use, and make it a source of revenue as well as an act of real service.

"Helpful Hints on the Mailing List" is the title of a brochure issued by the Mortimer Company, Ottawa. It is one of a series of similar publications issued by this firm. Sometimes these publications are original in the matter of their authorship, sometimes they are reprints. The present issue is by W. K. Page, advertising sales manager of the Addressograph Co., Chicago, and Homer Buckley, a famous American authority on direct-by-mail advertising. The Mortimer Co. is certainly showing fine enterprise in its issue of helpful printed matter.

From the Estevan (Sask.) *Progress*, of which H. T. Halliwell is publisher, has been received a 1918 issue of the Jumbo calendar favored by this publisher and assuredly prized by its recipients. The magnitude of this calendar can be judged from its dimensions, which are 46½ in. x 35 in. The calendar proper measures 14 in. x 26 in.

A very handsome picture reproduced by color photography, gives this fine calendar added appeal. This picture, "Solitude, the Cocoinno Forest, Arizona," measures 18 in. x 24 in., and merits framing when this calendar has performed its year of service. Mr. Halliwell does things handsomely.

Mesa Verde, the story of a pilgrimage through the Rockies to the Mesa Verde National Park, south-western Colorado, is vividly described by Karleton Hackett, president of the Cliff Dwellers' Club of Chicago, in a daintily executed brochure just issued by the Denver & Rio Grande Railroad. An embossed cover and deckle edge paper lend unusual dignity to the production. This chaste and altogether pleasing publication suggests how the same general idea can be used advantageously by many other commercial interests.

Selling Cars in Canada.—This is a booklet issued by *Everywoman's World*, Toronto. It is meatful, and a very straightforward message to certain designated car manufacturers. The information provided is statistical in large meaure. The inspiration of the publication was the gleanings of a cross-section of over 25,000 subscribers, 16,450 of whom provided definite information concerning cars owned or about to be purchased. On its physical side, this brochure is very well produced.

Facts is the title of a booklet issued by *Motor in Canada*, Winnipeg. The contents are a complete analysis of the automobile, tire and accessory situation in Western Canada. The conception of the book is admirable, and the credit is due to J. M. Middleton, circulation manager. A good feature is the reproduction portraits of Western motor league officials, with signed letters from them, and illustrations of important dealers' garages and stores. "Buying Hints," they are called. This is a type of booklet space-buyers like to get.

The Buying Units of The Iron Age, Illustrated.—This booklet shows photographs of one hundred and forty typical subscribing plans, lists and names of buying executives who read *The Iron Age*, and indicates their purchasing power. It is by far the most comprehensive analysis of the circulation of a trade paper ever compiled. This is the second edition of this interesting publication. Incidentally it may be remarked that the publishers of *The Iron Age* had to announce two months in advance that no further business could be accepted for the annual review number, out January 3, owing to the fact that all available space had been taken (the weight limit imposed by the U.S.A. P.O. Department had been reached). C. S. Baur is *The Iron Age's* advertising manager.

Meeting the French-Canadian Half Way, by C. E. A. Holmes, B.A., editor of *Publicity*.

This is a pamphlet, now in its third edition. The text matter is a "talk" given before the Montreal Publicity Association and the Toronto Advertising Club by Mr. Holmes who is connected with the Canadian Advertising Agency, Montreal. As may be inferred, Mr. Holmes spoke of advertising as it may be addressed to French-Canadians. Mr. Holmes has produced a well-informed argument, and has delivered his message to

"Pastor" Russell's works in six volumes are being advertised in Canada. The set does not include his banned book, "The Finished Ministry." An advertisement of the six volumes says that 10,000,000 copies of Russel's books are in circulation, and that they have been published in twenty languages.

Urban and Rural Development in Canada. The report of a conference held in Winnipeg. Issued by the Commision of Conservation, Canada.

The Conference at Winnipeg was held in conjunction with the second annual meeting of the Civic Improvement League of Canada and the report of the proceedings is of very great interest to all concerned with urban and rural development. Some of the subjects dealt with were: Municipal Problems of the Western Provinces; Municipal Finance and Administration—Municipal and Vital Statistics; Rural Production and Development; Civic Efficiency and Social Welfare in Planning of Land; The Problem of Returned Soldiers. It is probable that the reconstructed City of Halifax will exemplify many of the ideas enumerated at this conference.

"I hear that your nephew is sick," said a man to his neighbor. "What's the matter with him?"

"Oh, he prescribed for himself out of a doctor's book" said the second, "and he nearly killed himself with a misprint."

NEWS ITEMS---MAINLY PERSONAL

ALBERTA

M. J. Hutchinson, manager of the Edmonton *Journal*, has been unanimously elected Governor of District No. 12, Western Canadian Rotarians.

M. Veuillot, editor of *L'Univers*, Paris, was tendered a reception by the citizens of Edmonton on the occasion of his visit to that city last month.

A. A. Thoresen, who has formerly been on the staffs of the Viking *News* and the Wainwright *Star*, has been given the managing and editing end of the Provost *News*, a thriving weekly newspaper in Eastern Alberta.

The campaign of the Alberta Government to promote the sale of Province of Alberta savings certificates by means of advertisements in the daily and weekly newspapers and farm papers of the province is stated to have been an unqualified success. An interesting result was the sale of some certificates in various other provinces, also in the United States, Belfast, Ireland, and one even in far-off China.

SASKATCHEWAN

John D. Noonan, formerly with the Regina *Leader*, has purchased the Lafleche *Advocate*.

The Weyburn *Review* had to miss an issue last month because its linotype operator suddenly quit his job, and could not quickly be replaced. Operators come high.

E. M. Webb-Bowen, publisher of the Grenfell *Sun* for several years, and partner with H. W. Reeder at Prince Albert, doing business under the firm name of Reeder & Bowen, job printers, is now with the Dodsland *Prairie Times*, published by Stanley Beck.

The name of Capt. Ross Macpherson, of Orangeville, Ont., apears in a list of Canadians gazetted as having been awarded the Distinguished Service Order. Ross was a third year student in Saskatchewan University, Saskatoon, and was editor-in-chief of *The Sheaf*, the University journal, and also a contributor to the Saskatoon *Phoenix*. He went overseas in the spring of 1915 with the first reinforcements for the Princess Patricia's Canadian Light Infantry, and received his promotions on the field.

ONTARIO

Fire destroyed the engraving plant of Thomas Knowles, London, last month.

Lieut. Thomas Smith, city editor of the Woodstock *Sentinel-Review*, has enlisted for overseas service.

R. E. Mills, editor of the Elora *Express*, has again been appointed a member of the local Hydro Commission.

The Renfrew *Journal* has installed a Model 19 Linotype with electric pot, replacing a single-magazine machine.

Lance-Corporal Norman Davis has left for overseas. Lance-Corporal Davis was formerly employed at the St. Thomas *Times*.

Herbert Berkeley, of the Toronto *Telegram*, has been elected president of the Press Gallery in the Ontario Legislature.

The Hamilton Advertising Club was addressed last month by J. E. Jones, sales manager of the Alexander Hamilton Institute.

The *Norwood Register*, of which George Keefer is editor, was not issued the first two weeks of February owing to Mr. Keefer's illness.

Fire caused approximately $25,000 damage to the four-storey brick building and contents of the Hunter-Rose Printing Co., Toronto, last month.

The editor of the Perth *Expositor* and two of his able-bodied printers went into the bush last month to replenish the empty woodshed with dry wood.

C. W. Rutledge, editor of the Markdale *Standard*, fell on the ice last month and was condemned in consequence to a period of inactivity in his home.

James A. Livingston, editor of the Grimsby *Independent*, challenged a local councillor to resign and seek re-election, and suggested that if the citizens desired it he would himself contest the apopintment.

George Hambleton, of the Canadian Press Bureau staff, Ottawa, was married last month to Miss B. J. McKenna at her home, St. Thomas.

Lloyd J. Moore has been appointed assistant city editor of the Toronto *Globe*, vice Jack Pritchard, who will organize county news for the *Globe*.

The plant of the MacLean Publishing Company, Toronto, was exempt from the recent regulations governing fuel-saving because it uses crude oil as a fuel.

MISS A. R. WHALLEY

Newly appointed editor of *Dry Goods Review*, on which paper she has been associate editor for the past two years. Miss Whalley is a daughter of Thomas W. Whalley, formerly of Dundas, now publisher of the Pembroke *Standard*. Miss Whalley is a graduate of Toronto University, Class of 1915.

Damage of $2,000 or upwards was done on the basement floor of the Port Arthur *News-Chronicle* building last month as the result of the breaking of a water main.

W. F. Sutherland, son of Robb Sutherland, publisher of the Nelson, B.C., *News*, is now with the MacLean Publishing Co's group of technical papers as associate editor.

The first of a series of lectures to the Toronto Advertising Club was given in the central Y.M.C.A., when George Brigden spoke on "What You Should Know About Engraving."

A Socialist newspaper, the *Industrialist*, published in the interests of the I. W. W., is being distributed among Finlanders along the Algoma Central Railway. Effort is being made to have the publication banned from the country.

George Dottridge, of the London *Free Press* reportorial staff, was married last month to Miss Katherine Emma Boules of the same city. Mr. Dottridge went overseas with the 33rd Battalion and served at the front with the 33rd until he was severely wounded.

The Detroit *Journal* has announced the appointment of Walter J. Longley, of Windsor, to be assistant managing editor. Mr. Longley's rise in the newspaper world has been phenomenal.

Speaking at the eighteenth annual convention of the Ontario Association of Fairs and Exhibitions held in Toronto last month, W. J. Bushell, managing director of the Kingston Fair, said that before that fair started advertising there was annually a deficit. Four or five years ago they had started advertising, and in 1917 their appropriation for this purpose amounted to $850. So successful has the fair been since advertising was started that instead of annual deficits there have been surpluses, and there is in the treasury to-day a balance of over $1,300.

Dr. H. M. Mosdell, who has been acting as news editor of the Toronto *World* for some months past, has resigned and returned to St. Johns, Newfoundland, where he was formerly engaged in newspaper work. Pending a new appointment, Nelson Wilkinson, managing editor of the *World*, is acting as news editor.

J. C. Templin, who has served two years, the usual term as chairman of the Fergus Board of Education, was again unanimously elected to the same position for the coming year. Mr. Templin is editor of the Fergus *News-Record*, and was for 12 years a member of the teaching staff in Fergus before purchasing the *News-Record*.

James Muir, one time managing editor of the Ottawa *Evening Journal* and one of Ottawa's best known newspaper men, who was recently elected civic controller, has resigned from the *Journal* newspapers so that he may give more attention to municipal affairs.

John C. Kirkwood, editor of PRINTER AND PUBLISHER, addressed Barrie Board of Trade last month on the subject of Germany's attempted trade conquest of the world and German trade methods. He also addressed the Ontario Retail Hardware and Stove Dealers' convention at Hamilton on A Cost System for a Retail Business.

The annual meeting of the Toronto Press Club was held last month. W. G. Shepherd, United Press Association War Correspondent, delivered an address. The meeting was raided by members of the Dominion Police seeking for defaulters. The club was honored with the presence of Hon. T. W. McGarry, Provincial Treasurer.

William Jennings Bryan, newspaper publisher, of Lincoln, Neb., and temperance advocate, was in Toronto last month in connection with a prohibition propaganda conducted by the Dominion Temperance Alliance. At Massey Hall he was denied a hearing because of his former pacifist and alleged pro-German sympathies.

Thos. H. Blacklock, Ottawa, correspondent of the Montreal *Gazette*, left last month for London, England, where he will act as the English representative of the *Gazette*. Mr. Blacklock has been in the Parliamentary Press Gallery for the past four years, previous to that time being editor of the Regina *Province*. He is recognized as one of the best informed political writers in Canada.

QUEBEC

L'Evenement received from the city $225 for smashed windows in connection with pre-election disturbances.

D. J. Beatty, for some years past the capable advertising manager of Northern Electric Co., Montreal, is preparing to go overseas shortly.

J. F. Rhodes has resigned as advertising manager of the Canada Cement Co., Limited, Montreal, to go with the Trussed Concrete Steel Co., Youngstown, Ohio.

Fred. McLaughlin has taken charge of advertising work on *Canadian Grocer* in Montreal, Quebec and Maritime Provinces. He will devote all his time to this one publication.

C. L. Dunn will take charge of advertising work on *Hardware and Metal* and *Sanitary Engineer* in Montreal, Quebec and Maritime Provinces. Mr. Dunn has had considerable advertising and selling experience on the Montreal *Standard* and the Montreal *Gazette*.

MARITIME

W. A. Monaghan, of T. C. Allen & Co., Halifax, was in New Brunswick last month.

Stanley K. Smith, news editor of the St. John *Telegraph*, was laid up last month with an attack of appendicitis.

Commodore Stewart, editor of the *World*, Chatham, N.B., sustained painful injuries by falling on the ice recently.

Edgar H. Nicole, who was transferred from the news staff of the St. John *Standard* to the proof desk, has been stricken with tuberculosis and is not expected to recover. Horace

Goodwin, of the reporting staff, has taken his place.

F. I. McCafferty, news editor of the St. John *Times-Star*, has returned to the desk after several weeks' illness.

H. H. Stuart, of the *Union Advocate*, Newcastle, has been elected D.C.M. of North County Orange Lodge.

E. W. McCready, editor and manager of the St. John *Telegraph*, has returned from a trip to New York.

W. V. Foster, Hantsport newspaper man of experience, is to be manager and editor of the Truro *Sun and Citizen*.

William Smith, who was invalided home last summer after an extended period of service at the front, has joined the reporting staff of the St. John *Globe*.

The first number of the *Business Review*, a Maritime monthly, to be edited by R. W. Gould and published by W. F. B. Paterson of St. John, will be off the press at an early date.

A. T. Ross, for several years foreman of the Chatham *Commercial*, was married recently to Miss Mary A. Jessamin, of New York.

The printers in Halifax and St. John are very busy at the present time; shortage of labor seems to be the drawback. Binders are also very busy.

The Weeks Printing Co., Halifax, will shortly vacate its premises, and have purchased another property, which it will occupy in about two months' time.

At a meeting of the directors of the Yarmouth *Times*, Ltd., held last week, Mr. J. D. Rolston, business manager, retired, and was elected a director. Col. T. U. Seeley was elected business manager in his stead.

Mr. and Mrs. George F. McWilliam, of the North Shore *Leader*, Newcastle, N.B., were presented with a handsome electric reading lamp on the twentieth anniversary of their wedding by a number of local friends.

H. B. Jefferson, of the news staff of the Halifax *Herald*, has been appointed assistant to George Rideout, chief inspector of the Dominion Police for the Maritime Provinces, and has gone to Moncton to undertake his new duties.

W. R. Dunn, an old newspaper man, and for several years manager of the Halifax *Chronicle*, died last month. He retired ten years ago on account of ill-health. His father, the late John Dunn, was for many years manager of the *Chronicle* also.

The Wilmington (Del.) *Evening Journal* has obtained, through subscriptions in that city, about $1,700 for the relief of the Halifax sufferers. Fifteen hundred dollars have been forwarded and an effort is being made to raise another $500. The paper has also furnished a large quantity of supplies in the same manner.

Senator William Dennis, proprietor of the Halifax *Herald and Mail*, has presented to Dalhousie University the sum of $60,000 as a memorial to his son, Captain Eric Dennis, who was killed at the front last year. The money is to be used to found a chair in government and political science, and also will provide a cash prize of $250, and the Eric Dennis gold medal for the leader in the class each year. Through the gift of the newspaper owner, Dalhousie will be the first Canadian university to have such a department, years.

NEWFOUNLAND

H. A. Winter, formerly editor St. John's *Evening Telegram*, has taken up the practice of law.

Miss B. B. English has become editor and manager of the *Bell Island Miner*. The *Miner* is published monthly.

Miss E. G. Hawley and Miss A. M. McEvoy are retiring from the editorship of the *Convent Bells*.

Arch. E. Gardner, of the reportorial staff of the St. John's *Evening Telegram*, resigned his position the middle of February and goes to Canada.

Miss Sadie Cummings has taken up stenography work for the Union Publishing Company in connection with the *Fishermen's Advocate* of St. John's.

P. W. Freeman, linotype foreman of the St. John's *Daily News*, visited his old home, Twillingate, the first part of February, to attend the bedside of his dying sister.

Dr. H. M. Mosdell, who resigned his position as managing editor of the St. John's *Daily Star* and went to Toronto to take up newspaper work, has returned and resumed his former position with the *Daily Star*.

The Bay Roberts *Guardian* has not been appearing very regularly of late. It seems the people of that community are not very appreciative of the value and service of a local newspaper.

W. B. Temple, who was offered the editorship of the *Telegram* of St. John's, had to decline because of the short time allowed him to settle up and make arrangements for the Twillingate *Sun*.

David Power, a pressman in the job department of the St. John's *Evening Herald*, had his right hand badly crushed in a platen pdess which he was operating. It is feared amputation will be necessary.

V. P. Parsons has resigned his position as reporter on the St. John's *Daily Star* and withdraws from newspaper work to enter the dry goods business. Mr. Parsons has been in the newspaper business for about six

Five newspapers of St. John's had libel proceedings instituted against them of late. One of the libel suits has been withdrawn upon the newspaper apologizing. The others are before the Supreme Court.

The criminal libel against Sir W. D. Reid by Hon. W. F. Coaker, president of Union Publishing Company, owners of the *Advocate*, was dismissed by the magistrate before whom the preliminary examination was made. Application is being made however to bring it before the grand jury.

Among the passengers of the Red Cross liner Florizel, which ran ashore near Cape Race on her way from St. John's, Nfld., to Halifax, N.S., on the morning of Feb. 24, and become a total wreck, was Arch. E. Gardner, lately of the editorial department of the St. John's *Telegram*.. Mr. Gardner was rescued though his stateroom mate perished. He was on the wreck twenty-six hours without food, drink, light or heat during a maddening gale, with seas lashing the ill-fated ship continuously. Mr. Gardner was last year with the Scarborough Map Company of Hamilton, Ont., and was en route to Canada to take up further duties with that company.

The Dead

Harry Coleman, who, under the title of managing director, acted as business and editorial head of the Detroit *Free Press*, is dead in Detroit. Mr. Coleman was forty-five years old.

A. G. Isherwood, formerly sporting editor of the Calgary *News-Telegram*, is dead at Calgary. He was a native of Almonte, Ont.

Adolph Burkart is dead in Toronto. He was the proprietor of the Canadian Book and Advertising Company, was a commercial traveler and took an active interest in sports. The late Mr. Burkart was a native of Mitchell, Ontario, where he was born in 1858.

George Sutherland, publisher of the *Western British-American* and the *Canadian-American*, is dead at Chicago. Mr. Sutherland, who was one of the most widely known Scottish-Americans in the middle West, went to Chicago in 1880 from Sutherlandshire, Scotland, where he was born 58 years ago. He entered the employment of Field, Leiter & Co., where he remained five years, when he went to Canada, returning to Chicago two years later. At this time he began the publication of the *Western British-American*, subsequently taking over the *Canadian-American*.

General

The Associated Business Papers, Inc., New York, are conducting a well-organized, effective publicity campaign for the United States Shipping Board.

The American News Company Limited has been incorporated in Canada.

Heavy rains in freezing temperature, followed by a short snowstorm, demoralized telegraph connections in Central and Western Ontario last month.

Robt. Carter, cartoonist of the Philadelphia *Press*, whose work was familiar to newspaper readers all over the country, is dead at Philadelphia at the age of forty-four.

The Mail Advertising Association, a group of Chicago mail order advertising concerns, recently met in annual session, electing John C. McClure as president. Twenty-six houses are represented in the association.

Suspension of the mailing list of the *Congessional Record* outside the district of Columbia has been ordered by the joint committee on printing because of a shortage in print paper.

"Bud" Fisher, the cartoonist, who draws Mutt and Jeff and the biggest salary ever paid a newspaper artist, more than $100,000 a year, has just been made a captain in the British army.

Services of more than fifty of the most widely known cartoonists of the country, which have been volunteered to the Treasury Department to help boost the coming third Liberty Loan, will be utilized in a nation-wide cartoon drive on a scale more comprehensive than any ever before attempted in the United States.

The ban which several weeks ago was placed upon British, French and Italian newspapers at the German frontier now has been removed and these publications are being allowed to enter Germany. American newspapers are also being admitted, but are carefully censored, especially those articles concerning the activities of American troops in France.

About eighty members and guests were present at the monthly dinner of the Representatives' Club of New York on Monday, when new officers were announced as follows: Victor Whitlock, Century Company, president; F. D. Wood, *Good Housekeeping*, vice-president; E. M. Hunt, *Reciew of Reviews*, treasurer.

Henry L. Einstein, from 1895 until 1912 the owner of the New York *Press*, which in 1916 was consolidated with the New York *Sun*, is dead in New York, after an illness of several months. Mr. Einstein, who was 69 years of age, was a leading figure in the American woolen industry before he bought the *Press*.

The part taken by advertising to make the Canadian National Exhibition a success was told by J. B. Hay, publicity agent of the C.N.E., at a meeting of the Fairs Association of Ontario. He urged that better results would be achieved if a central publicity bureau conducted by the association or by the Government carried on all the advertising work for the association.

The Krupps have acquired control of the Wolff Bureau, the semi-official German news agency. They also are reported to have organized a subsidiary advertising agency with the purpose of obtaining control of all large advertising contracts, which will be allotted, the despatch says, "in accordance with German interests."

Major Richard F. Parkinson, D.S.O., of the *Journal* newspapers in Ottawa, was tendered a banquet by the executive officers and representative employees of the company in Ottawa last month. The vice-president of the company presided in the unavoidable absence from the city of Mr. P. D. Ross. Major Parkinson, who already has been on military service nearly three years, has left to rejoin his battalion in France.

Finley Peter Dunne, better known as Mr. Dooley, of Archy Road, has become an editor. His publication is known as the *Pioneer Bulletin*, and is issued by the War Savings Committee of New York City. Readers of the *Pioneer Bulletin* who search for Dooly-isms will be disappointed. Mr. Dooley edits his paper in a serious mood. He says that its purpose is single and simple—to help sell War Savings and Thrift stamps; that Uncle Sam is at war, and needs our money, and must have it.

NEWSPAPERDOM

Afternoon newspapers in Detroit have advanced their prices from one cent to two.

The New York *Sun* has a new Sunday magazine section, the first issue appearing on February 3.

The men on the rewrite desk in the Chicago *American* are linguists. Between them they speak and write twenty languages.

Beginning February 13, Washington's two evening newspapers, the *Star* and the *Times*, increased their price from one to two cents.

JESSE H. NEAL

Technical newspaper man appointed by President Wilson to the committee on Public Information of the United States.

John F. Barry, formerly Eastern representative of the A.B.C., is now assistant advertising manager of the New York *Evening Post*.

Viscount Northcliffe has accepted the position of director of propaganda in enemy countries, while continuing his position on the American mission.

The newspapers of Ontario and Quebec were exempted by the Fuel Controller from observing the three fireless days. They were classed with the public utilities.

Robert Donald, editor of the London *Daily Chronicle*, has been appointed British Director of Pronaganda in neutral countries, and Rudyard Kipling Director of Propaganda at home.

Charles S. Stanton, managing editor of the Chicago *Examiner* since July, 1915, has been appointed publisher of the San Francisco *Examiner*, and has already taken up his new duties on the Pacific Coast.

George Creel, chairman of the United States Committee on Public Information, has announced the appointment of Jesse H. Neal, executive secretary of the Business Papers, Inc., of New York, as one of the directors of the new Division of Advertising.

Among those attending the Repington proceedings at Bow Street last month was Lady Bathurst. Lady Bathurst is pronrietress of the *Morning Post* and is an exceedingly active and able controller of its policy. She is one of the most able political women of the day.

Right Hon. A. Bonar Law, Chancellor of the Exchequer, stated in the British House of Commons that Lord Beaverbrook still retained his interest as a pronrietor of the *Daily Express*, although he (Bonar Law) was informed he had resigned from the Board.

Fines of $100 each and costs were imposed upon Col. C. A. Renington, military correspondent of the London *Morning Post*, and Howell A. Gwynne, editor of that newspaper, for the publication of an article in the *Post* last month in violation of the military censorship.

Following denial of a rumor that control of the *London Times* was to pass to other hands, Viscount Northcliffe's *Weekly Dispatch* said Sunday that negotiations are in progress for the purchase of a great London newspaper property.

The convention of the American Association of Teachers of Journalism, which was to have been held during the summer in Milwaukee, has been postponed until 1919 on account of the war.

Oswald Garrison Villard has taken upon himself the editorship of the *Nation*, New York, Harold De Wolf Fuller retiring after four years. Raymond Mussey, formerly of the department of economics of Columbia University, New York, is managing editor.

The department of journalism of the University of Washington has been raised to a School of Journalism. This action is in accord with that of other States, the University of Oregon, and the University of Montana having both raised their journalism departments to the rank of schools.

Judge Willis B. Perkins in the Circuit Court of Michigan denied a motion of the Chicago *Tribune* to dismiss the $1,000,000 libel action begun against the newspaper by Henry Ford, of Detroit. Judge Perkins held that the action was instituted properly in Grand Rapids. Mr. Ford sued after the *Tribune* published an article discussing his peace motives.

The Chinese Y.M.C A. Journalistic Association has been organized at Shanghai for the purpose of educating young Chinese in the newspaper publication business. This educational work is being conducted in connection with the evening School of Commerce of the Shanghai branch of the Chinese Y.M.C.A. Editors and advertising managers of Chinese newspapers, as well as Chinese advertising assistants connected with foreign industrial enterprises at Shanghai, are contributing their time as instructors to the class undertaking studies of this kind. An American is the chief instructor.

The Boston *Evening Record* has been sold by Francis W. Bird to a syndicate of local men, headed by Louis C. Page, president and manager of the Page Company, book publishers, and former owner of the Boston National League Baseball Club. The syndicate includes Randolph C. Grew, a banker; Earl L. Deland, publisher of the *Record*, and Carl A. Barrett, a member of the editorial staff. The *Record* was bought three years ago by Charles Sumner Bird, and had been managed by Francis W. Bird, his son.

The National Paper Company, Montreal, was practically closed down for some time owing to a failure to obtain raw materials. The mills from which some of these raw materials were obtained were flooded out. Also the source of power was cut off. The National Paper Company installed batteries to offset the power difficulty.

As the result of a recent publication in the New York *Evening World*, apologizing to Charles F. Murphy, leader of Tammany Hall, for the use in that newspaper of an editorial concerning Mr. Murphy during the municipal campaign last Fall, Mr. Murphy's attorney has signed a stipulation to discontinue a suit against the Press Publishing Company without costs to either side. Mr. Murphy brought suit for heavy damages because of the publication of remarks attributed to ex-Police Chief William S. Devery concerning Mr. Murphy. The Press Publishing Company filed a general denial of the allegations in the libel complaint, and following the editorial apology, based on an investigation by the *World's* bureau of accuracy and fair play, he decided to withdraw the action.

The Court of Appeals has handed down a decision reversing a judgment of the New York Trial Term of the Supreme Court, of $11,821.25, in favor of Charles R. Macauley against the Press Publishing Company (the New York *World*). Macauley alleged he was wrongfully discharged as a cartoonist because he acted as treasurer of a political league formed to promote the candidacy of Mayor Mitchell in his first campaign. He was employed by the *World* for two years at $165 a week, and in 1913 a new agreement was made by which he was to receive $250 weekly and to supply seven cartoons a week. At the trial the company justified his dismissal on the ground that he "failed to give his entire time to the work, and did not come to the office mornings for consultation as to cartoon subjects, refused to obey proper instructions, and that his work was not skilfully done."

Announcement has been made that British newspapers will be subjected to a drastic reduction in the quantity of white paper permitted to them for daily sale. The London *Times* will be limited to 120,000 copies, and to make up for the serious loss of revenue entailed by the restrictions and also by the limitation of advertising space the price of the paper will be restored to threepence. The announcement emphasizes the seriousness of the paper shortage, which threatens to bring about a marked change in the character of British publications. One newspaper with a daily circulation of more than 1,000,000 copies has been experimenting for some time with a one-sheet edition. Stocks of paper have shrunk to such an extent, and production has fallen off so, that a decrease in size is inevitable. By greatly decreasing the advertising space, eliminating features and cutting down the news, it is thought it may be possible to get the essential matter on two pages. This is the policy which the Paris newspapers have been following for some time. The *Times* will go on a ration basis and no copy will be supplied to any person who does not undertake to share it with one other reader.

THESE LETTERS TASTE GOOD

Expressions of appreciation and good-will have been received from several correspondents, and vanity prompts us to publish those following:

THE article reprinted in February issue of PRINTER AND PUBLISHER from the Calgary *Magnet* is certainly a gem. I have lost considerable time in reading it to buyers and others, and there is so much demand for copies that I am thinking seriously of reproducing it in pamphlet form. There are so many good things in the February number that I am going to ask you to send me a few copies.

HENRY UPTON,
President Dominion Press Ltd.,
Montreal.

FEBRUARY issue of PRINTER AND PUBLISHER was a good number. Sat up late reading it.

W. R. DAVIES,
Publisher The Thamesville *Herald*.

I ENJOY the monthly visits of PRINTER AND PUBLISHER, and must congratulate you upon its continued excellence.

A. E. CALNAN, *Manager*,
The Picton Gazette Publishing Company.
January 16, 1918.

ACCEPT my congratulations on the wonderful improvement in PRINTER AND PUBLISHER. I find it a very valuable publication—a great incentive to me to go out and do better, and at the same time help others.

J. D. McARA,
Printer, Publisher and Bookbinder,
Calgary, Alta.
March 1, 1918.

PRINTERDOM

Thomas J. Allen, of Boston, Mass., has joined the sales force of Paper Sales Limited, Toronto.

The annual meeting of the Howard Smith Paper Mills, Ltd., took place in Montreal on Monday, March 4th.

The winners of the ad-setting competition in Hamilton Technical School were: P. Greenan, first; R. Malcolmson, second, and L. Shelton, third.

The Port Arthur Pulp Mill commenced the manufacture of pulp last month, and will ship 60 tons of pulp daily to the paper mills.

A strike among the job printing pressmen in Hamilton was avoided. A conference between the employers and men led to an amicable settlement. The pressmen will receive $24, a raise of $4.50, and feeders $16, a raise of $3.50.

THE NEW MUNSEY'S

THE new *Munsey Magazine* for March has just been issued and has created a great deal of favorable comment. It is brilliantly illustrated with many drawings, photographs and a rotogravure section containing forty pages, most of the subjects covered by picture or discussion bearing on the war. This issue contains 264 pages.

CHARLES FRANCIS HONORED

CHARLES FRANCIS, founder of the Printers League, was honored last month at a dinner in celebration of his seventieth birthday at the Aldine Club of New York by the presentation of a bronze bust made by Henry Kitson. The bust, said to be an admirable likeness, came from "his fellow printers and friends." The dinner and presentation were announced as testimonials to the man "who established the principle of consultation, conciliation and arbitration" in the printing trades.

STEREOTYPING MACHINE

THE "Eureka" Stereotyping Machine is a self-contained apparatus in which the casting box and the melting pot (capacity 350 lbs.) are carried on the same frame. The Eureka Stereotyping Machine enables publishers to make all their flat casts.

One can cast any "bastard" size, from a full page down to a postage stamp. On this machine one can also learn to make his own "mats" of any job work and standing "ads" at home. The Eureka is made in three sizes, to take "mats" 19 x 24", 14 x 22", and 8½ x 14". Alfred C. Clark is selling agent, address 333 South Dearborn street, Chicago.

BINDERY PRODUCTION

In addition to having a knowledge of the hour cost of a department it is essential to know the productive capacity of a machine or set of employees. This is particularly made manifest in these days of abnormal costs, and, as some printers report, a keener competition for available jobs. The National Office has spent thousands of dollars upon the subject of production, and will be very glad to send any printer who makes inquiry full information and data.

TRADE CUSTOMS

The National Office learns that several local associations have formally adopted the trade customs that are found upon the standard proposal blank. These trade customs have not only been approved by the executive officers of the United Typothetæ of America, but have been passed upon from a legal standpoint by its counsel. Associations and groups of printers are urged to investigate these trade customs and forthwith adopt them as a protective measure for their locality. The National Office will gladly send samples of the standard proposal blank, which includes the trade customs.

SERVICE BUREAU

The many departments of assistance and services maintained at the National Office are performing their functions in accord with the hundreds of requests constantly being made by members. The calls for 1917, by the way, exceeded those of 1916 by 55 per cent.

The employment, cost finding and accounting, estimating, fieldmen's service, order, and general information departments have been particularly well patronized. Every printer is invited to familiarize himself with this valuable feature of membership in the United Typothetae of America

I LIKE this one, John! There's something about it that makes me feel they will see through whatever they undertake. They don't quote the lowest price, but we will get the extra value unless I'm much mistaken."
That's the kind of decision that's being made every day. Your letter is your representative. It often has to make its impression without any help from your salesman.
The letter that gets attention is one that is written on a reliable sheet that has some snap to it. Canadian Linen Bond looks well, and when a man picks it up, it feels as if there was something good and reliable about it. Unconsciously, he gets into his mind the idea that the firm using that sort of paper must have something of the same qualities and that they are good people to do business with.
Take your pen and try the sheet over the page. We feel you will like it. Put a memo on your file to try it out on your next stationery order
The Rolland Paper Co.
Limited
Makers of High-Grade Papers MONTREAL, QUE.

Attractive copy and design used by the Rolland Paper Co., Montreal, to advertise their Canadian Linen Bond paper. Original was in two colors—black and tan-brown.

STANDARD ORGANIZATION MANUAL

The National Office, through its secretary, Joseph A. Borden, has prepared a manual intended for use by the field staff of cost men and organizers of the United Typothetae of America. Advance proofs, totaling well on to a hundred pages, have been placed in the hands of the members of the Executive Committee, and also local association secretaries, with the purpose of receiving from them constructive criticism and suggestions for final completion. This manual comprehends the complete organizing of a community under the three-year plan, and already there are cities which have been favored with its application and that with very splendid results. Printers in general will be interested to know that progress is being made in this direction, and that efforts of this kind are gradually becoming standardized.

THE EDUCATIONAL COURSES

The standard course in estimating and the standard course in salesmanship are engaging, at this writing, 265 men in the study of those fundamentals that underlie the correct method of estimating and selling printing. On the best of authority these courses can be highly recommended to any one engaged in the printing industry who feels he has the foundation and necessary knowledge of the printing business to make either an estimator or salesman of printing.

Full information will be sent upon request by writing to the United Typothetae of America, Education Department, 608 So. Dearborn Street, Chicago.

PULP, PAPER AND FIBRE

HALIFAX reported manufacturers of felt and tarred paper exceptionally busy, owing to the heavy local demand. St. John reported the sulphite pulp mill active, and, at Newcastle pulp and paper mills were working steadily, with men in demand. At Sherbrooke and Three Rivers pulp and paper mills were active and the beaver board factory at Hull continued busy on Halifax orders. St. Catharines reported pulp and paper mills well employed, but at Ottawa, the J. R. Booth Company reported conditions in the pulp and paper industry complicated by coal shortage and freight congestion. Vancouver reported coast pulp and paper mills very busy. — The Dominion *Labor Gazette* for February.

PRINTING, PUBLISHING AND PAPER

HALIFAX reported newspaper and job printers well employed, job printers working overtime. Newspaper and job printing offices at St. John, Fredericton and Moncton were busy. Montreal reported employment in newspaper offices good, but lighter in job plants. Quebec and Sherbrooke reported the publishing group busy. At Toronto, printers, bookbinders and allied trades were active, and at Hamilton all branches of the printing and publishing group were busy. Woodstock reported a demand for job hands and other Ontario cities reported employment in the printing group was well maintained. Winnipeg reported newspaper and job printers steadily employed and experienced help in demand in binderies. Paper box factories reported business normal. At Brandon, newspaper and job printing offices were active, and at Regina were working full time; help was in demand in binderies. Moose Jaw reported that newspaper and job printing offices showed an improvement over the same month in 1917 and, at Medicine Hat, the printing group continued fairly busy. Calgary and Edmonton reported newspaper printing active, but, at Edmonton, job printing was only fair. At Vancouver, newspaper printing was fairly busy, but job work was somewhat quiet. All branches of the printing industry at Victoria were busy.—The Dominion *Labor Gazette* for February.

LEAVES A. B. C.

JOHN F. BARRY has resigned as Eastern manager of the Audit Bureau of Circulations to become assistant advertising manager of the New York *Evening Post*.

Before becoming associated with the A. B. C., Mr. Barry was a traveller and explorer in Mexico. Included among the newspapers with which he has been associated are the Manchester (England) *Guardian*, the *Irish Daily Independent*, of Dublin, the Chicago *Daily News*, and the Chicago *Tribune*.

Wanted—Advertising Service Salesman

For the man who can sell advertising service we offer the opportunity to form a connection with one of the largest, best equipped and most progressive direct advertising concerns in Canada.

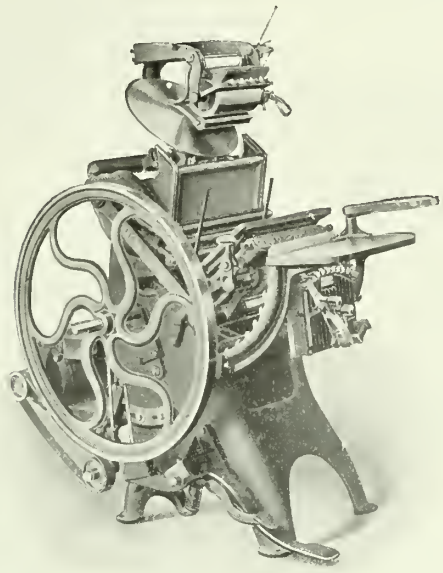
The first requirement is that this man shall know how to SELL. His past experience should prove this beyond question of doubt.

It is also desirable that he should have had experience in selling direct advertising or printing service.

A live up-to-the-minute salesman with lots of well directed energy is an essential qualification. A creative turn of mind will also be a distinct asset in this work. The opportunities of this position are only limited by the capabilities of the man.

If you're the man, sell us your services in your first letter. All replies will be held in strictest confidence.

THE CURTIS COMPANY, Limited,
Windsor, Ontario



The Golding Jobber

stands in a distinctive position among platen presses and has many points of superiority contributing towards strength, durability, speed, make-ready, the production of superior work and the saving of time and labor. As a customer writes:

"We consider it the best press for all-round work on the market. It is a money-maker."

On display in our warerooms. Send for "A Catechism on the Golding Jobber" and you will be convinced of the claims made for it.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

60 Front Street West
TORONTO

Opposite
New Union Depot

Reliable

Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

THE STEEL COMPANY OF CANADA

LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

The Old Scotchwoman *said:*

"Many mickles mak' a muckle."

Camouflaging Yourself

You may scratch your bump of procrastination till the hair is gone—if you have any.

You'll not get anywhere operating slow platen presses.

An *Osterlind* will do the work of three platens.

And the cost of operation will be but the cost of operating one platen.

Why Camouflage?

Why put one over on yourself?

You are not getting anywhere.

Why not put the extra money in your own pocket?

Half of it will pay for an Osterlind.

Others have done so. Why not you?

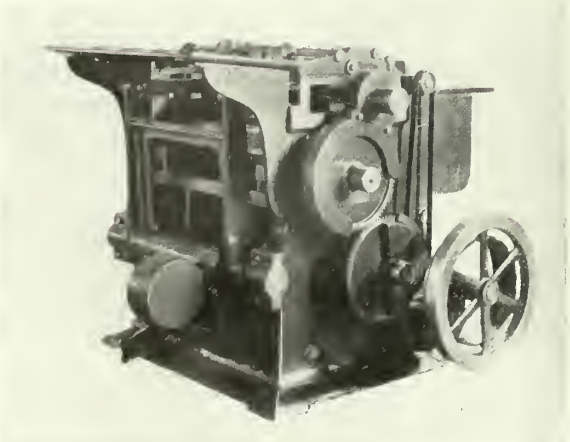
Some of the best printers in Canada have purchased Osterlinds.

And others have ordered them recently.

Easy to buy.

Terms very reasonable.

Use the phone or write.



Miller & Richard, 7 Jordan St., Toronto, also at Winnipeg, are sole Canadian sales agents of the Osterlind.

Type is scarce. We have a good supply of the Famous Scotch M. & R. in Roman and display faces.

Say you saw it in PRINTER AND PUBLISHER.

ALL DEALERS SELL THEM

WETTER Numbering Machines

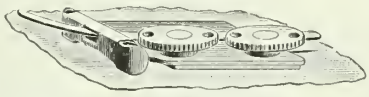
Can always be depended on for Accurate Work

We have Models to suit all requirements from $7.00 up

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, New York, U.S.A.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

THE ENGLISH ALPHABET

THE evolution of the English alphabet is one of long duration, beginning with the Egyptians, then through the Phœnicians and Greeks to the Romans.

Our capital letters, with the exception of J, U, W, Y, and Z, had reached their full development nearly two thousand years ago, and have been preserved in their original stately outline by Roman inscriptions chiseled in stone. The Roman letter may rightly be called the foundation of the English letter, known to the student as "Old Roman."

The nearest approach to the Roman letter type founders have reached, for present day use, is in the Caslon Old Style, series of type. This family of type is so called from the original type cast in England during the fifteenth century by Caslon. A more technical name for this legible and dignified letter would be Old Style Roman, for it follows very closely the original Roman letter.

CASLON OLD STYLE CAPITAL LETTERS

The old style Roman letter and its several brothers known as Century O. S., Ronaldson O. S., Caslon O. S., Author's Roman, Century Roman, are used in our text books, newspapers, magazines, books, and in almost all advertising and printed poster work. It is the most important and useful letter made and is used more than all others combined.

The small letters, or lower case letters, as they are known to the printer, originated with an abbot in a monastery who rewrote a number of church books in 789. These letters developed an alphabet of lower case letters much after the style of our present day script. The small or lower case letter did not reach its present style until after the invention of movable types, and its most usual appearance is found in the lower case letters combined with the old style Roman capital letters in the families of types mentioned, such as the Caslon Old Style.

A, a, B, b, C, c.

The second most important alphabet to the printer is composed of modern Gothic letters. While the Roman letter consists of a heavy and a light element (stroke), and has numerous short cross lines (serifs) at the ends of the elements, the modern Gothic letter is constructed of elements of equal width, and it has no serifs. The elements may be bold, heavy or light.

MODERN GOTHIC BOLD SIX POINT TYPE
MODERN GOTHIC HEAVY SIX POINT TYPE
MODERN GOTHIC LIGHT EXTENDED

A lower case letter is seldom used with the Gothic capital except in a slanting type or where it is desired to condense a large number of words in a small space.

The Gothic letter came into use during the nineteenth century and is chiefly used in commercial printing, poster work, signs, letter heads, etc., wherever legibility is the chief thing desired.

The text letter had its inception at the beginning of the ninth century when hand lettering reached a very high state of development. As early as the fourth century the "*uncial*" letter, through the use of the pen, was developed into a graceful and beautiful letter with curved outlines. Soon small letters appeared which required less effort to construct, but these had the general appearance in construction as the capitals. Later straight lines gave way to curves and with the introduction of movable types the text letter both in capitals and small letters came into use. This letter was first known as the Gothic, but in later years the general term "text letter" is applied to all letters of this general construction. The modern German letter as well as the several types known as Old English are text letters. All caps of a text letter should never be used and the caps often can be used as initial letters with Roman type. Text letters are used largely for invitations of various kinds, ecclesiastical programs and social stationery printing.

Cloister Black Text, Six Point, Cap and Lower Case Letters
Washington Text, Eight Point, Cap and Lower Case Letters
Waldorf Text, Fourteen Point, Cap and Lower Case Letters

The script alphabet constitutes another form of type construction, but this letter, since the advent of the typewriter, is used more seldom in printing than any other. The script letter appears in engraved plate printing for social and sometimes for commercial purposes. Good usage requires the letter to appear as a slope letter.

So far we have enumerated four specific families of type, viz.: Roman, Gothic, Text and Script. A letter constructed along other lines may be called a "novelty," for it must be made up of elements found in one or more of the family of letters named. Some authorities list the slope letter, italic, as a type family, but this is an error as nearly all Roman type is cast in italic, and some Gothic faces are italic, and nearly all script is italic.

For all practical purposes the printer can get along with the three styles named in the order as given and if the two last named were eliminated he would be abundantly supplied with a series of any of the several beautiful Roman faces by ordering caps, small caps, lower case and italic, with the additional extended, condensed and bold faces in the several sizes of the same family of type.—*The National Printing Educator*

THE CARE OF CUTS

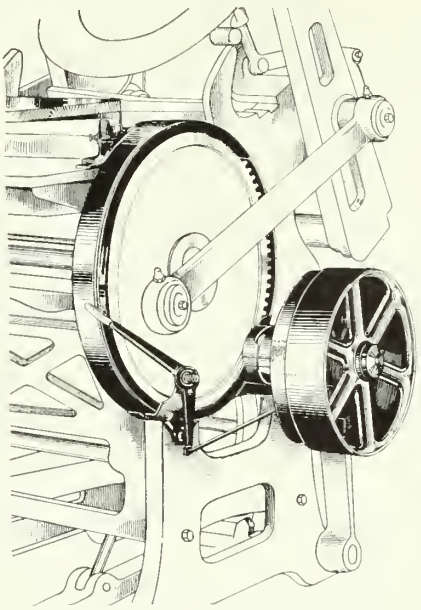
HALFTONES deserve more care than they sometimes receive. They scratch easily, often beyond repair. The metal oxidizes if exposed to the air. In most business houses where the average number of engravings is bought yearly, the following method of caring for them will be found handy and economical:

Have two proofs made of each engraving. Paste one in a scrapbook. Wrap the halftone with a piece of cardboard or blotter next the printing surface and paste the second proof on the wrapper.

Have a cabinet with shallow drawers, dep enough for the halftone to lie flat. Number the drawers. As each halftone is put away, place the number of the drawer containing it beside the corresponding proof in the scrapbook.

When the engraving is needed, reference to the scrap book will show the drawer containing it, and the proof on the wrapper will speedily identify it. The engravings will be available and in good shape when wanted.—From *Etchings*.

Control the Speed of Your Press



Complete with Gear Guard
Exclusively for C. & P. Presses

THE HORTON
VARIABLE SPEED PULLEY

will enable you to start your job press, stop it instantly, or run it at any speed desired by raising or lowering one little lever placed convenient to the operator's hand.

You will save about 40% on the cost of putting in a variable speed motor, and moreover, there are no wires to get disconnected or blow out.

The Horton Variable Speed Pulley is adaptable to any mode of power and will do all that electrical control performs with the additional advantages of lower cost and ease of attachment.

For sale by **Toronto Type Foundry Co., Ltd., Toronto, Montreal, and American Type Founders Co., Winnipeg.**

Write for our trial offer and prices.

Horton Manufacturing Co.
MINNEAPOLIS, MINN.

FIRE

Fire and a rapidly increasing list of customers compelled us to seek larger and better lighted workrooms in the Douglas Building, immediately opposite our former premises.

Courtesy and the best service, whether your order is large or small.

Toronto Electrotype & Stereotype Company, Limited
122 Adelaide Street West, Toronto

L. D. 'Phone Adelaide 1638 — TRAYTON BLABER, Manager

Half Sheet Chases

2 for $1

An opportunity to procure poster or mail sheet chases at a figure that but slightly exceeds the price of the iron.

Inside measurement
17½ x 22½

Send your dollar and we'll ship to your address.

Printer & Publisher
143-153 University Avenue
TORONTO

The Real Efficient Lamp for Print Shops

WHEN England first made munitions in present-day quantities, holidays were forbidden—"to increase production." Presently holidays were *enforced*—for the same reason! Why the reversal? Because it was found that no man can work to utmost capacity *under constant strain.*

If your plant is inefficiently lighted *your* workers are under a *strain* that lessens their productive power to a very appreciable extent — they are laboring under a handicap that in your own interest you should remove.

TWENTY-FOUR hours of sunlight—or its *closest* equivalent are possible to the publisher who equips his plant with Laco Nitro Lamps.

They represent the latest development of the tungsten bulb — a tungsten filament burning in nitrogen gas. They consume less current — possess a longer utility—yet give a greater candle-power per watt than any other type of lamp. Decide to-day with your nearest dealer that Laco Nitro Lamps shall cut your cost and increase your plant's efficiency!

LACO NITRO LAMPS

Sold by the leading Electrical and Hardware Dealers, or the

CANADIAN LACO-PHILIPS COMPANY, LIMITED

Montreal, Toronto, Winnipeg and Vancouver

Success and Your Associates

ALWAYS associate with men who are earning more money than you are. Such is the advice given by a man whose name is known the world over for his own success and the business which he created. It is good advice of a certainty, but we are not urging that it is the best advice. At the same time it is wise to associate with better or bigger men than you are yourself, because you are likely to be lifted up to their levels.

Most of us would probably like to be the intimates of J. P. Morgan, or of John D, or of Charlie Schwab, or Canny Andrew. If we had a speaking acquaintance with John Wanamaker, or Lord Beaverbrook, or Lord Shaughnessy, and with other distinguished and successful men, we would take comfort from the fact.

And most of us would feel rather small and uncomfortable if we were placed beside President Woodrow Wilson at a dinner table, or beside Sir Robt. Borden, Sir Herbert Holt or Thomas Findley. And the reason would probably be that we know so little of the knowledge that really counts. If these great men engaged us in conversation we would probably find ourselves knowing very little about the things that matter.

This will illustrate the point:

Here's a true story. A Toronto manufacturer found himself on a train going to Albany in company with a number of distinguished Americans about to attend the inaugural ceremonies of a State Governor. A washout led to a delay, and the Canadian was thrown into close association with senators and congressmen and prominent lawyers. They bantered the little Canadian about Canada. He had the pluck of a bigger man. He had been a constant reader of THE FINANCIAL POST, and had absorbed many facts about Canada. He surprised his American traveling companions with his positive, well-informed and wide knowledge of Canada. When the company reached Albany, the Canadian was persuaded to attend the ceremonies, and was introduced as the man who knew all about Canada. The Governor was interested in Canada, and said so, and the little Canadian found himself telling the story of Canada very ardently to a very attentive listener, much to the amusement of his friends who introduced him.

This man made a hit on that journey, and many friends. One of the company gave him a stock market tip worth a fortune.

The point of this story is: You, as a Canadian, can make yourself informed very fully and intelligently if you become a regular reader of THE FINANCIAL POST. You can make yourself a worthy companion and intimate of presidents and magnates. The world likes to listen to men who know something well, and who can talk interestingly and informingly on the subject of their study.

You can become worth listening to if you know your Canada well. And you can get the kind and amount of knowledge concerning Canada which will make you interesting to others if you will read THE FINANCIAL POST regularly each week.

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.....

P&P .....

Lloyd George
and the War

COL. JOHN BAYNE MACLEAN contributes to the March issue of MACLEAN'S MAGAZINE a strong article dealing with the need for efficiency in the Lloyd George Government and giving interesting information with reference to the young man who is rapidly coming to the front in Imperial affairs—Sir Eric Geddes, the head of the Admiralty. This contribution is one of a notable series.

„SIXTEEN MONTHS IN GERMANY.
What a Canadian Prisoner saw and heard there—and how he escaped," By John Evans

This article presents a picture of conditions in Germany and gives many new facts with reference to what is going on in that country. The writer worked for sixteen months in the mines of Westphalia and came in close contact at all times with the miners. The story of his escape is a thrilling one.

"CANADIANS IN MESOPOTAMIA."
By a Canadian Medical Officer.

Little has been known heretofore of the campaign in Mesopotamia. This article gives details of the campaign and of the part which Canadians are taking in it. It shows how the inefficiency of the first campaign has been done away with and how splendidly organized the British army now is. The article contains many interesting anecdotes of adventure on that front.

"LABOR THE DOMINANT FACTOR."
By Agnes C. Laut.

This is an article on the war situation as it is developing on this side of the Atlantic, showing that labor is becoming a dominant factor. In the United States the antagonistic attitude of the labor union is dying out and being replaced by a strong desire to assist in war measures.

"CANADA'S NEW BOSS."
By H. F. Gadsby.

A political article, dealing with the "man behind" Union Government. It gives interesting and exclusive information with reference to the political situation at Ottawa as it is developing since the election.

"A CASUALTY."
By Robert W. Service.

A war poem which tells of an experience which actually happened to Service while driving a motor ambulance on the Western Front. It will be illustrated by C. W. Jefferys.

Fiction in the March Number

"BY THE TIP OF AN EYELASH," by A. C. Allenson, illustrated by R. M. Brinkerhoff. A bright story combining business, love and horse racing.

"THE GARDEN OF SPICES," by L. M. Montgomery, illustrated by F. Weston Taylor. This is a most unusual and charming love story.

Two long instalments of the two serials "THE PAWNS COUNT," by E. Phillips Oppenheim, and "THE MAGIC MAKERS," by Alan Sullivan.

"THE GIRL ON THE VERANDAH," by Arthur Beverly Baxter, who wrote "The Man Who Scoffed," and "Mam'selle Butterfly."

Regular Departments and Features

There are the regular features and departments: Review of Reviews; Business Outlook; The Investment Situation; The Nation's Business; Books; Women and Their Work. A food article by Miss Chapman is a feature, and a new Spring Department on Seeds and Garden Culture starts in this number.

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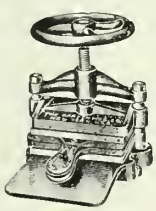
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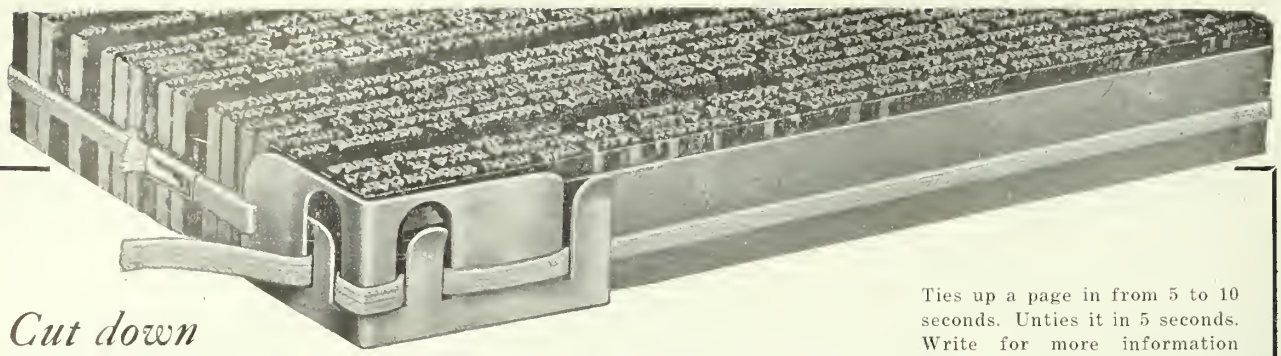

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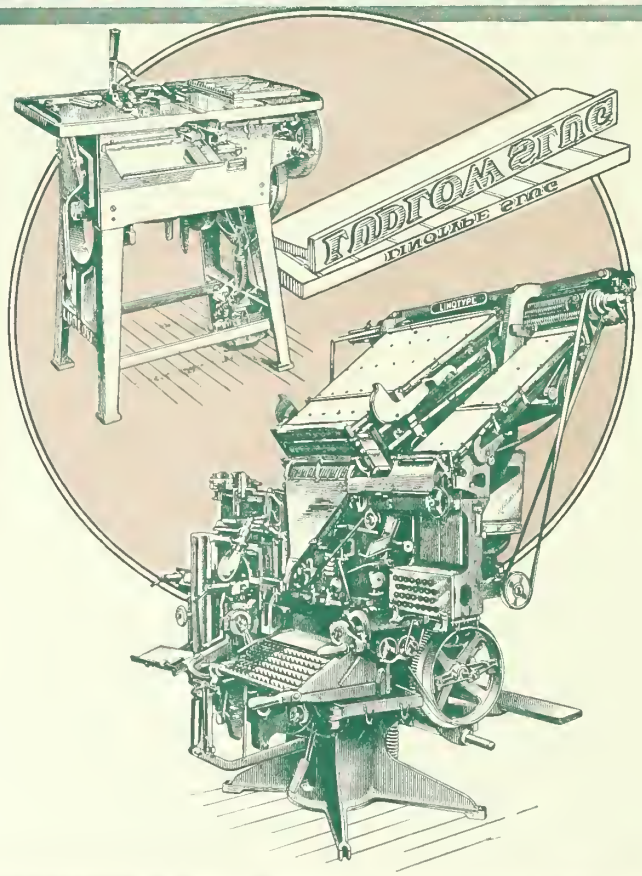

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April, 1918

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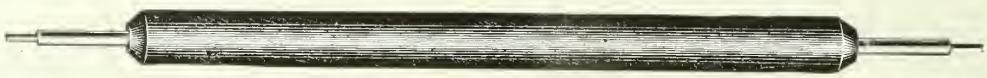

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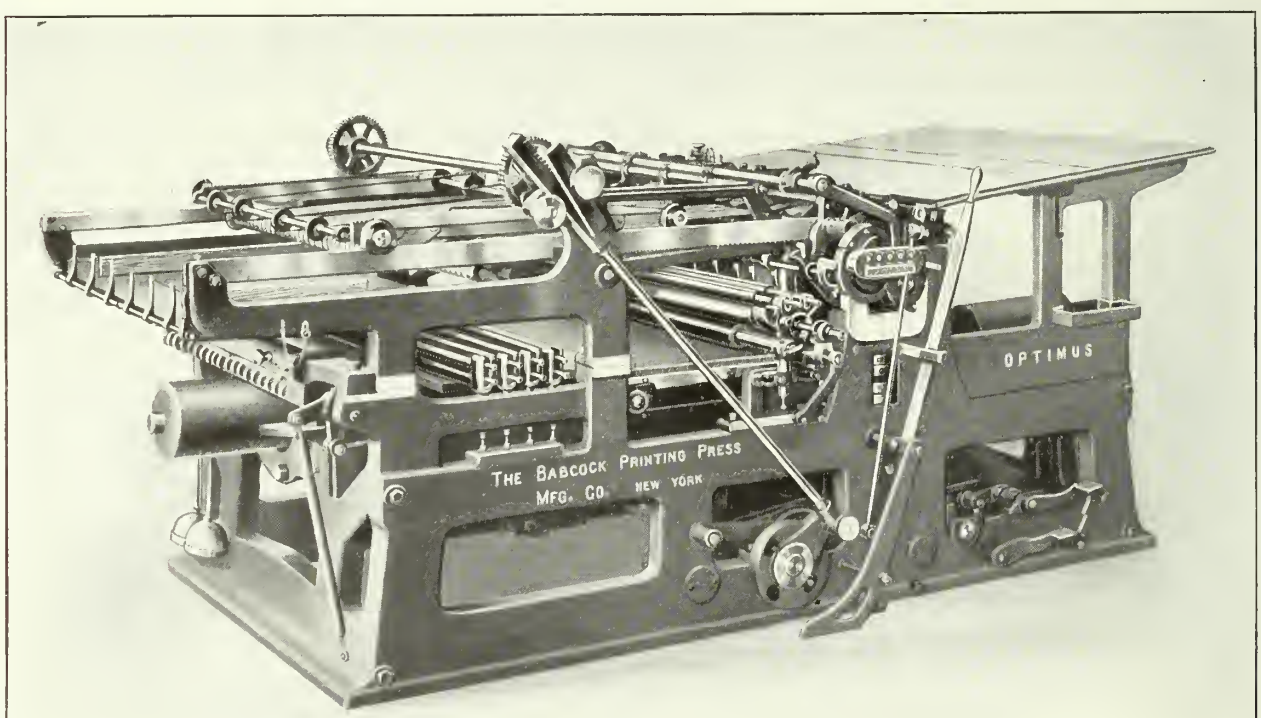

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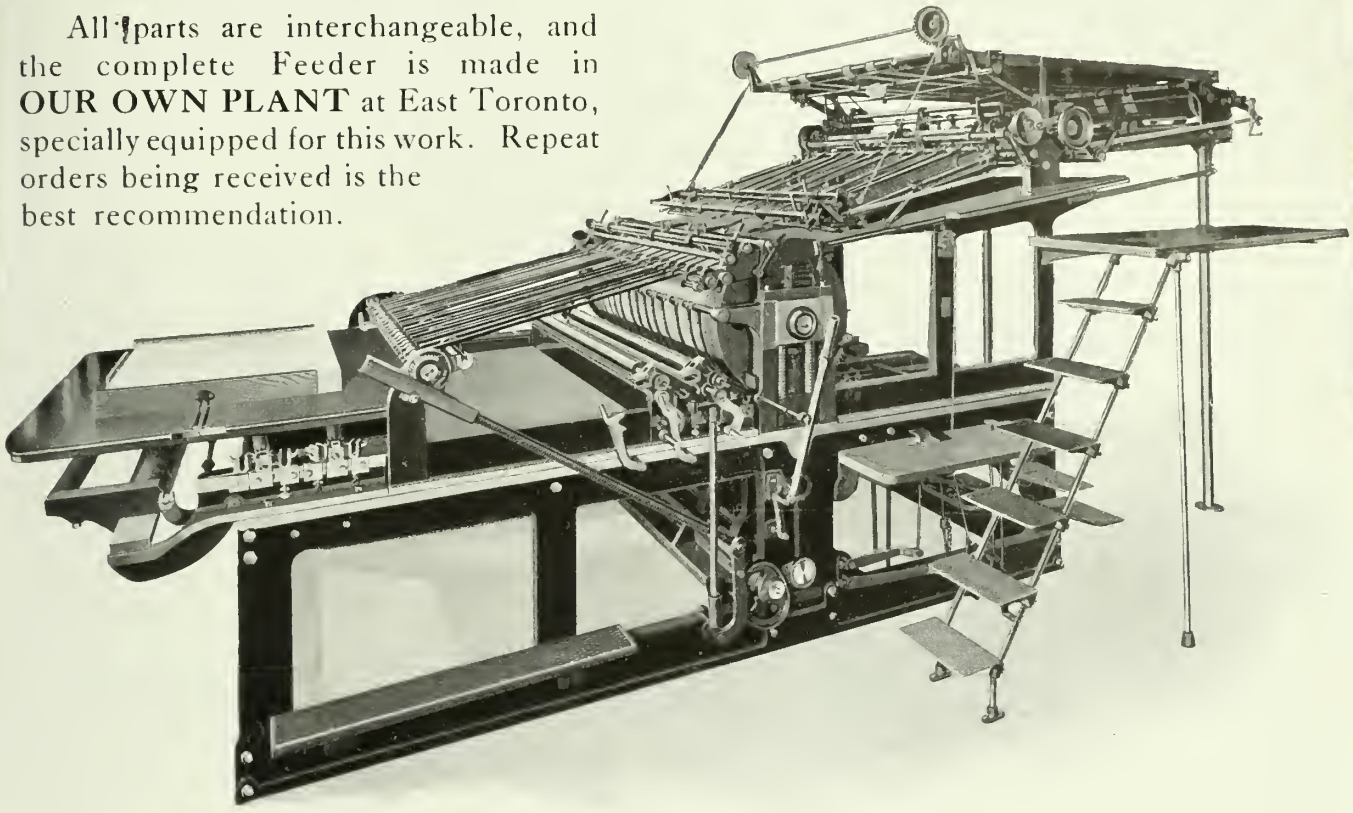

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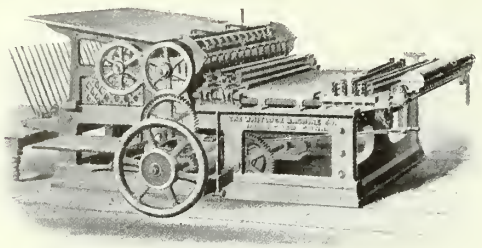
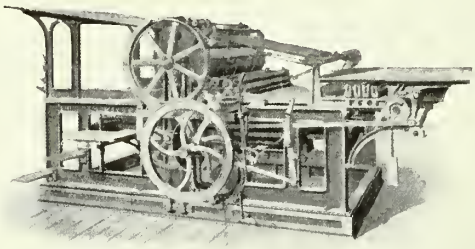
First-Class Newspaper Machines



WHITLOCK TWO-REVOLUTION, rear delivery, bed 35 x 52, capable of handling anything a rear delivery press is built for. Will print a 6-col. quarto paper. Price, $600.

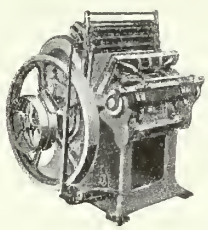
Regular selling price of these machines from $800 to $1,000



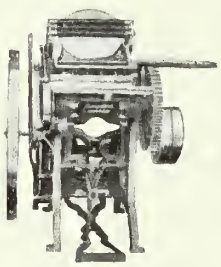
CAMPBELL TWO-REVOLUTION, front fly delivery, bed 37 x 52, good condition, overhauled; just the press for country office; easy on power; 4 form rollers; as illustrated. Will print 7-col. quarto. Price, $600.

Some Job Press Specials for quick sale

Universal 14 x 22 Latest Model $500



Challenge Gordon 10 x 15



First-class condition $175

Westman & Baker Gordons

No. 1 8 x 12 $125
No. 2 10 x 15 $200
No. 3 13 x 19 $250

MANTON BROS., 105 Elizabeth Street, **TORONTO**

THE J. L. MORRISON COMPANY

445-447 KING STREET WEST

TORONTO

Sole Agents in Canada

SEYBOLD MACHINE COMPANY - DAYTON, OHIO
THE KIDDER PRESS COMPANY - DOVER, N.H.

Power Paper Cutters, Lever Cutters, Knife Grinders, Perforators, Punching Machine, Stitching Machine

ALSO

Staying Machines, Ending Machines, Covering Machines, Etc., Etc.

You will eliminate trouble on your Stitching Machines by using Perfection Double Tinned Stitching Wire.

SEND FOR PRICES.

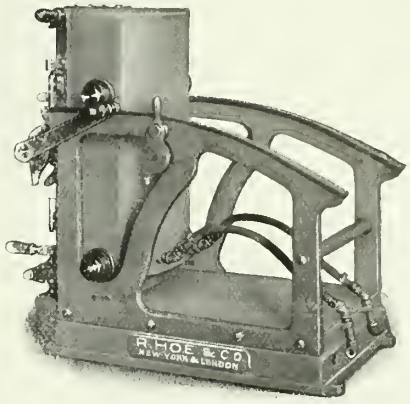
PRINTERS AND PUBLISHERS

When in New York are Cordially Invited to Visit Our Factory and Inspect Some of

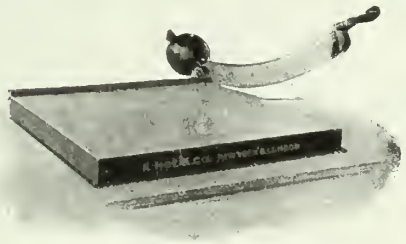
OUR NEW AND IMPROVED

Curved and Flat Plate-Making Machinery

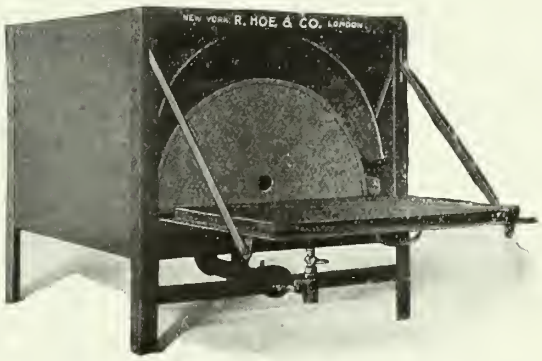
All-Iron Pipe-Frame Form Truck with 6 in. Single-Wheel Roller-Bearing Casters.



"New Duo-Cooled Equipoise Curved Casting Mould." Ready for the Cast.



All-Metal Matrix Shears. Cuts 25 inches.



Self-Clamping Matrix Scorching Oven. Gas-Heated.

There is nothing in the line of Printing and Plate-Making Machinery which R. Hoe & Co. cannot make at least a little better than anyone else and at the lowest price consistent with the highest grade of workmanship and materials.

Quality—Efficiency—Reliability

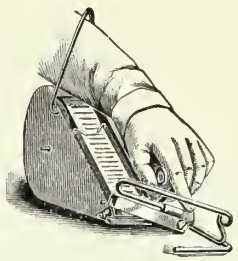
R. HOE & COMPANY, 504-520 GRAND STREET NEW YORK

BOSTON, MASS., 7 Water Street
CHICAGO, ILL., 544-546 South Clark Street
MONTREAL, CAN., 120 St. James Street
LONDON, S.E., ENG., 109-112 Borough Road

You'll be proud to use Reliance Plates.

Inferior plate work of poor printing quality is expensive at any price. Reliance Plates, while not costing more than the inferior grades, are always clean, well made plates with those snappy printing qualities that will delight your eye and do credit to your finest piece of printing. We do not ask you to take our word for this. We want to "show you." We want to quote you on your next engraving order just to prove that our prices as well as our work are entirely unbeatable. Write, wire or 'phone "Adelaide 4094."

143 UNIVERSITY AVE.



THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Goes
Lithographed
BLANKS
of Quality

FOR THE PRINTER AND STATIONER
A COMPLETE LINE COMPRISING
Stock Certificates
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Bonds · Diplomas Checks Charters ·
Goes Corporation Record
also
Lithographed Calendar Pads

GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.
· SAMPLES ON REQUEST ·

GOSS

The Name that Stands for SPEED— DEPENDABILITY— SERVICE

The Goss "High Speed Straightline" Press.
Used in the largest Newspaper plants in U.S.A. Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press.
Specially designed for Mail Order, Catalog and Magazine work.

The Goss "Comet" Flat Bed Web Perfecting Press.
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery.
A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

The Goss Printing Press Co.

Main Office and Works: 16th St. and Ashland Ave., Chicago
New York Office: 220 West 42nd Street

Miller Feeders

and

Miller Saw-Trimmers

the two biggest profit producers for printers

For descriptive matter and prices ask

Toronto Type Foundry Co.
LIMITED

Toronto Montreal Winnipeg

Exclusive Dominion Selling Agents

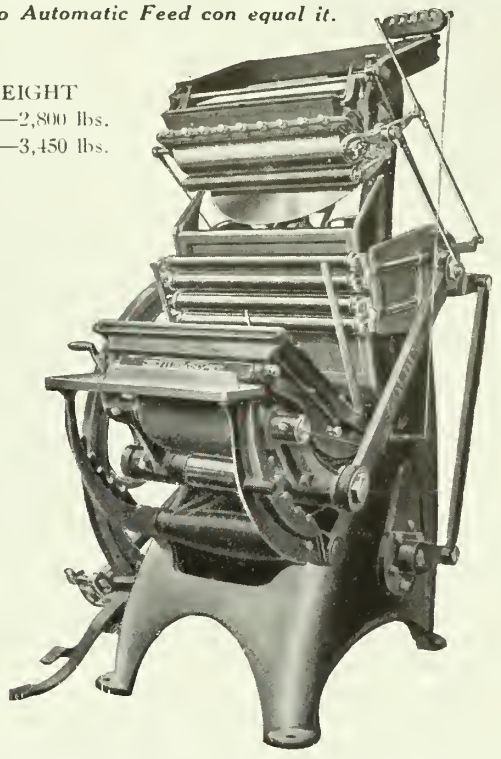
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed con equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain. and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto: Geo. M. Stewart, Montreal.

Mr. Printer—

Do you give your customers the best possible value when using

BOND PAPERS?

The following Papers are made at the *Highest Grade* Mill in Canada, and constitute the very best possible value for the money:

PROGRESS BOND

	Reams	Cases
White	15½	15
Tints	17	16½
Golden Rod	18	17½

GENOA BOND

	Reams	Cases
White	19½	18½

ORGANDIE PARCHMENT

	Reams	Cases
White	23½	22½
Tints	24½	23½

ORGANDIE LINEN FINISH

	Reams	Cases
White	23½	22½
Tints	24½	23½

BELL-FAST BOND

	Reams	Cases
White	24	23
Azure	24½	23½
Tints	25	24
Golden Rod	26	25

ROYAL RECORD

	Reams	Cases
White	29	28

KRYPTON PARCHMENT

	Reams	Cases
Suede, Plate and Fabric	31	30

KRYPTON LINEN LAID

Reams	Cases
31	30

We carry a complete stock of all sizes and weights; also a large stock of envelopes to match all our papers.

ASK FOR SAMPLES

The FRED. W. HALLS PAPER CO., Limited

Cor. Duncan and Richmond Streets

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Telephones Adelaide 1028 and 1029

WARREN'S COATED PAPERS

J. M. Dent & Sons, Limited
Sole Agents in Canada for

John Dickinson & Co.

Limited

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THE INLAND PRINTER

The Leading Journal of the World in the Printing and Allied Trades.

Every issue contains practical and helpful articles and specimens that can be *used* by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines:

A Story—Interesting and often humorous with a moral.

Editorials—Valuable and lively on timely subjects.

Correspondence—Questions answered and troubles in general solved.

Proofroom—Questions pertaining to proofreading discussed.

Book Review—A digest of the latest and best works.

Job Composition—In this department problems of job composition are solved and numerous illustrations are shown in colors.

Specimens—Under this head booklets, circulars and other specimens of printing are briefly reviewed, and illustrated.

The Printer's Publicity—A review and constructive criticism of printers' advertising.

Bookbinding—An intimate and detailed description of the various processes of bookbinding.

Cost and Method—Especially valuable to the employer.

Process Engraving—Queries regarding process engraving are answered and suggestions and experiments exploited.

Pressroom—The art of presswork discussed in detail.

Newspaper Work—Detailed descriptions and helpful hints on all phases of this subject are given for the aid of publishers.

Machine Composition—The linotype machine and its product are discussed for the help of the operator and machinist.

Trade Notes—Brief mention of men and events associated with the industry published under this heading.

Advertisements—The advertising section is a directory of representative American manufacturers and supply houses.

Inserts—Four to eight pages in colors each month.

THE INLAND PRINTER, 632 SHERMAN STREET CHICAGO, ILL., U.S.A.

ALL DEALERS SELL THEM

WETTER Numbering Machines

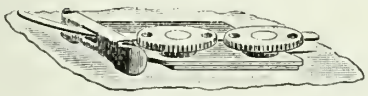
Can always be depended on for Accurate Work

We have Models to suit all requirements from $7.00 up

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, New York, U.S.A.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



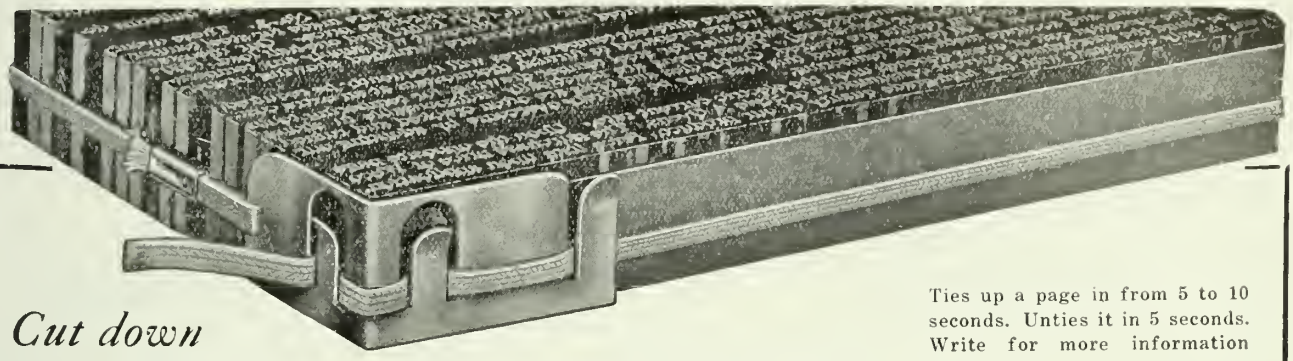
Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York



Cut down your Composing Room Costs with

THE HANCOCK TYPE TIE-UP

Ties up a page in from 5 to 10 seconds. Unties it in 5 seconds. Write for more information about it to

H. H. HANCOCK
LYNN, MASS., U.S.A.

H. J. LOGAN

Bookbinders' and Printers' Machinery

114 Adelaide Street West, TORONTO

Paper Cutter Knives — Padding Gum

Folder and Press Tapes

Stitching Wire — Sewing Thread

Ruling Pens, Etc., Etc.

Agent:

Brown Folding Machines
Latham "Monitor" Machines
National Thread Book Sewing Machines

FIRE

Fire and a rapidly increasing list of customers compelled us to seek larger and better lighted workrooms in the Douglas Building, immediately opposite our former premises.

Courtesy and the best service, whether your order is large or small.

Toronto Electrotype & Stereotype Company, Limited

122 Adelaide Street West, Toronto

L. D. 'Phone Adelaide 1638

TRAYTON BLABER, Manager

Exclusively— Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y.

Write

There Are More Than 1,000 House Organs Published

MANY of these—a great many—would be immeasurably improved in appearance if they were printed on a different paper.

UTILITY-ACCORD BOOK AND COVER PAPERS

are especially adaptable for the majority of house organ uses. Of course you can't print half-tones on Utility-Accord, but a coated insert is always feasible. But you can change the color monthly, and you can print line plates and type in a manner that cannot be excelled.

Consider UTILITY-ACCORD for your house organ. Seven attractive shades and two suitable weights, 25x38-60 and 20x25-60. The heavier weight 20x25-120 lbs. is just the paper for catalog covers or mailing pieces. Write for samples.

Niagara Paper Mills
LOCKPORT, N.Y.

WORLD BLOTTING

will give that touch of distinction to your high-class printing

The superiority of World Blotting will be very evident to you and your customers after a first trial.

There is no better made for successful blotter work. Behind every bit of it is a 30 years' success record.

May we send you samples of this and "Hollywood" and "Reliance"—two others of our lines.

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

It just needs a suggestion from you

to have your customers insert a neatly printed blotter in 80 per cent. of the letters they send out every day. They can do this without paying additional postage and blotters mailed with letters and statements reach men who are keenly interested in the goods advertised.

Let us show you some real classy blotting—the kind you require for high grade printing. Ask us to send you samples of

Standard	Royal Worcester
Sterling	and
Curi-Curl	Defender
Prismatic	(Enameled)

Leading paper dealers handle these lines.

STANDARD PAPER MFG. CO.
Largest Producers in the World of Fine Blottings
RICHMOND, VA., U.S.A.

PAPER SALES LIMITED

Manufacturers Agents

PAPER BOX BOARDS SPECIALTIES

Let us quote and submit samples of the following lines which we handle

Bonds	Cover Papers	Greaseproof & Glassiness
Book Papers	Genuine Vegetable Parchment	Non-Curling Gummed Papers
Coated Papers	Blanks	Plain and High Grade Box Board

Bank of Hamilton Building - Toronto, Ont.

Wilson-Munroe Co., LIMITED
TORONTO

WE HAVE LARGE STOCKS ON HAND OF

ROLLAND MADE IN CANADA PAPERS

SUPERFINE LINEN RECORD - - - - - White, Azure and Buff
CANADIAN LINEN BOND - - - - - - - - - - - White
ROLLAND PARCHMENT - - - - - - - - - - - - White
EARNSCLIFFE BOND AND LEDGER - White and Azure and Buff
EMPIRE LINEN BOND - - - - - - - White and Five Tints
COLONIAL BOND AND LEDGER - - White, Azure and Five Tints

ALL STANDARD SIZES AND WEIGHTS, ALSO DOUBLE SIZES.

ENVELOPES TO MATCH

We devote a whole floor in our warehouse to the stocking of these well-known papers. Prompt shipment assured.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

Say you saw it in PRINTER AND PUBLISHER

PROGRESS BOND
MADE IN CANADA

Well-posted men in the printing trades say that Progress Bond is the best bond in its class. For a short time war conditions made it difficult to get the high standard material used in its manufacture, and it was off the market. Now on its return, it is more popular than ever. Everyone was glad to welcome back an old and tried friend. You know that it is not expensive.

White and six serviceable tints true to color—Blue, Pink, Buff, Green, Canary, Golden Rod, in these sizes and weights:

WHITE	COLORS
17x22—13, 16, 20, 24 lbs.	17x22—16, 20 lbs.
22x34—26, 32, 40, 48 "	22x34—32, 40 "
17x28—16, 20, 24, 28 "	17x28—20, 24 "
19x24—20, 24 "	19x20—20 "

Envelopes to match on shortest notice. White "sevens" and "eights" always in stock.

UNITED PAPER MILLS LIMITED
66 TEMPERANCE STREET, TORONTO, CANADA

A LETTER WILL BE APPRECIATED

USE YOUR PHONE OURS IS ADELAIDE 1344

Georgetown Coated Paper Mills
Limited

Manufacturers of

Coated Papers
and
Cardboards

HEAD OFFICE AND MILLS
GEORGETOWN, ONT.

Toronto Office: 11 Duncan Street

Samuel Jones & Co.

PATENT NON-CURLING GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables: Noncurling — LONDON, ENG. — Code: A.B.C. 5th

Do embossed work on your job press!

You don't need to purchase expensive plates, dies or any apparatus whatever.

Reliance Embossing Powder

Will do it for you on your own job press and the results will be equal in every respect to the finest steel die embossing.

A sample will prove these statements true. Write.

Reliance Ink Company, Limited
WINNIPEG, CANADA
Agents for B.C.: Smith, Davidson & Wright, Vancouver

"I LIKE this one, John! There's something about it that makes me feel they will see through whatever they undertake. They don't quote the lowest price, but we will get the extra value unless I'm much mistaken."

That's the kind of decision that's being made every day. Your letter is your representative. It often has to make its impression without any help from your salesman.

The letter that gets attention is one that is written on a reliable sheet that has some snap to it. *Canadian Linen Bond* looks well, and when a man picks it up, it feels as if there was something good and reliable about it. Unconsciously, he gets into his mind the idea that the firm using that sort of paper must have something of the same qualities and that they are good people to do business with.

Take your pen and try the sheet over the page. We feel you will like it. Put a memo on your file to try it out on your next stationery order.

The Rolland Paper Co. Limited

Makers of High-Grade Papers MONTREAL, QUE.

The Threefold Purpose of Consumer Advertising

The accompanying illustration is a reproduction of a consumer advertisement designed to create a demand for

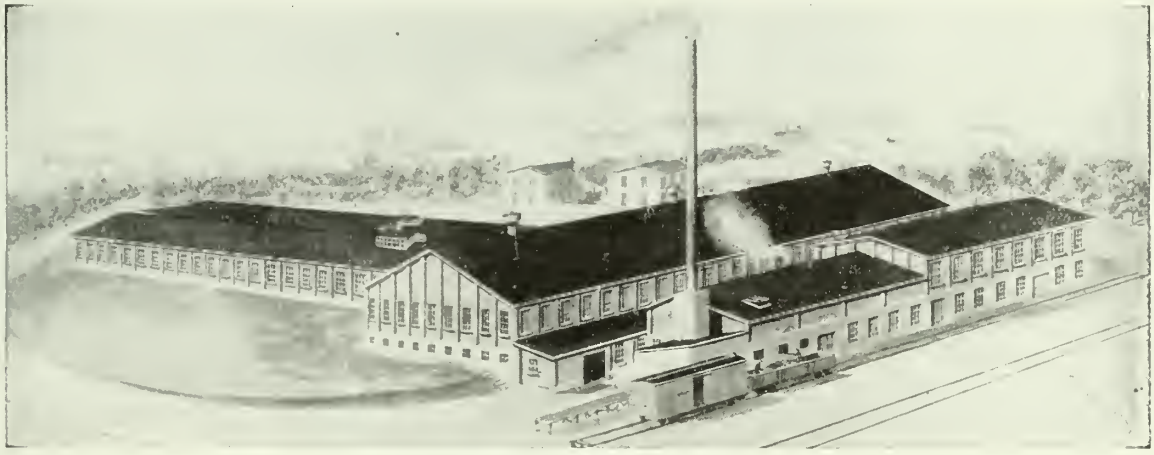
Canadian Linen Bond

and to educate the consumer to the importance of good paper in letter headings and to create an attitude of "Ready Acceptance" when you quote him on Canadian Linen Bond.

Write for Samples.

THE ROLLAND PAPER CO., LIMITED

142 General Offices: *High-Grade Paper Makers* Mills at St. Jerome and Mont-Rolland, P.Q.



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building Private Exchange Adelaide 1986

H. G. WELLS

says in APRIL MACLEAN'S that peace is not going to be made in the old way—not by great moustached heroes, frowning and drawing lines with black soldierly thumb-nails across maps—not by bargaining and bullying and table-banging. All the essential terms he declares will be stated and accepted in the sight of all mankind before even an armistice occurs. A BIG ARTICLE—A GRIPPING ARTICLE, by the greatest of present-day writers, entitled:

"The League of Free Nations"

OTHER FEATURES OF THIS NUMBER ARE

John Bayne Maclean, in one of his sensational articles on the War, "Suppressing the Truth."

Robert W. Service, in a strong War poem, "The Blood-Red Fourragere."

Agnes C. Laut, in "Labor Will Unmask the Kaiser."

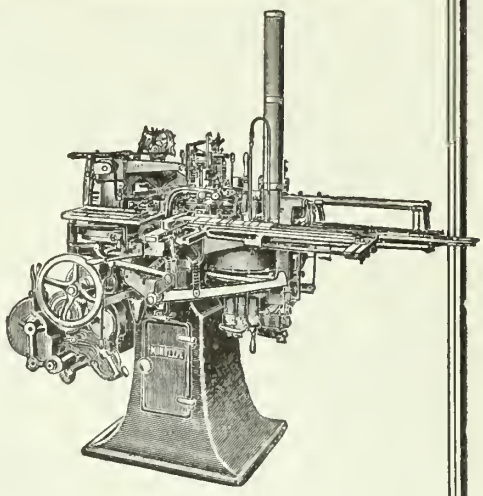
BRIGHT AND GRIPPING STORIES BY

ARTHUR STRINGER
E. PHILLIPS OPPENHEIM
ALAN SULLIVAN
A. C. ALLENSON

APRIL
MACLEAN'S

" THE MOST TALKED-OF PUBLICATION IN CANADA "

20 Cents At All News Stands



How Many Minutes

Do Your Compositors Actually Produce Each Hour?

Your records show that they produce probably as much as two-thirds of the time—forty minutes out of each hour. And the other twenty minutes are used principally for distribution if your composing room is equipped with bought material.

Did you ever stop to consider the amount of UNPRODUCTIVE time charged as PRODUCTIVE—the amount of time your compositors have to waste in those forty minutes?

The time consumed distributing partially set lines that do not fit, piecing labor-saving leads and rules to fit special measures, re-setting lines because of short fonts, picking and hunting for sorts and rules, correcting errors of distribution and replacing worn letters, and the time wasted walking (foot work) goes on the time dockets—as *productive* time.

You frequently pick up a time docket and wonder why a compositor took so much longer on composition than your estimate. Probably you call in the foreman—and usually find that it was the *unproductive* time charged "against the job" that was the real cause of your estimate being exceeded—don't you?

Study the handicaps that your compositors have on constructive work—find the average waste time each hour—and this, with the unproductive time as given by your records, deducted from sixty minutes, will tell you the number of minutes each hour that your compositors *actually* produce.

The Monotype System of Non-Distribution, besides eliminating the time now spent on distribution,—twenty minutes out of each hour,—offers you the means of stopping the tremendous waste of time your compositors have on constructive work.

By manufacturing your own material you can afford to give each compositor "an individual composing room of his own"—type, spaces, quads, rules, and slugs right at his finger-tips—the only way to get real efficiency from your composing room. You know this is not possible with the use of foundry type, because the price of bought material is prohibitive.

You need the Monotype Non-Distribution System of composing room efficiency. You cannot afford to delay its installation.

The Monotype is the only composing machine that maintains continuous production. When there is no composition, only the keyboard is non-productive—the caster keeps busy producing new material to maintain the efficiency of the whole composing room. *Slug machines are non-productive when there is no composition.*

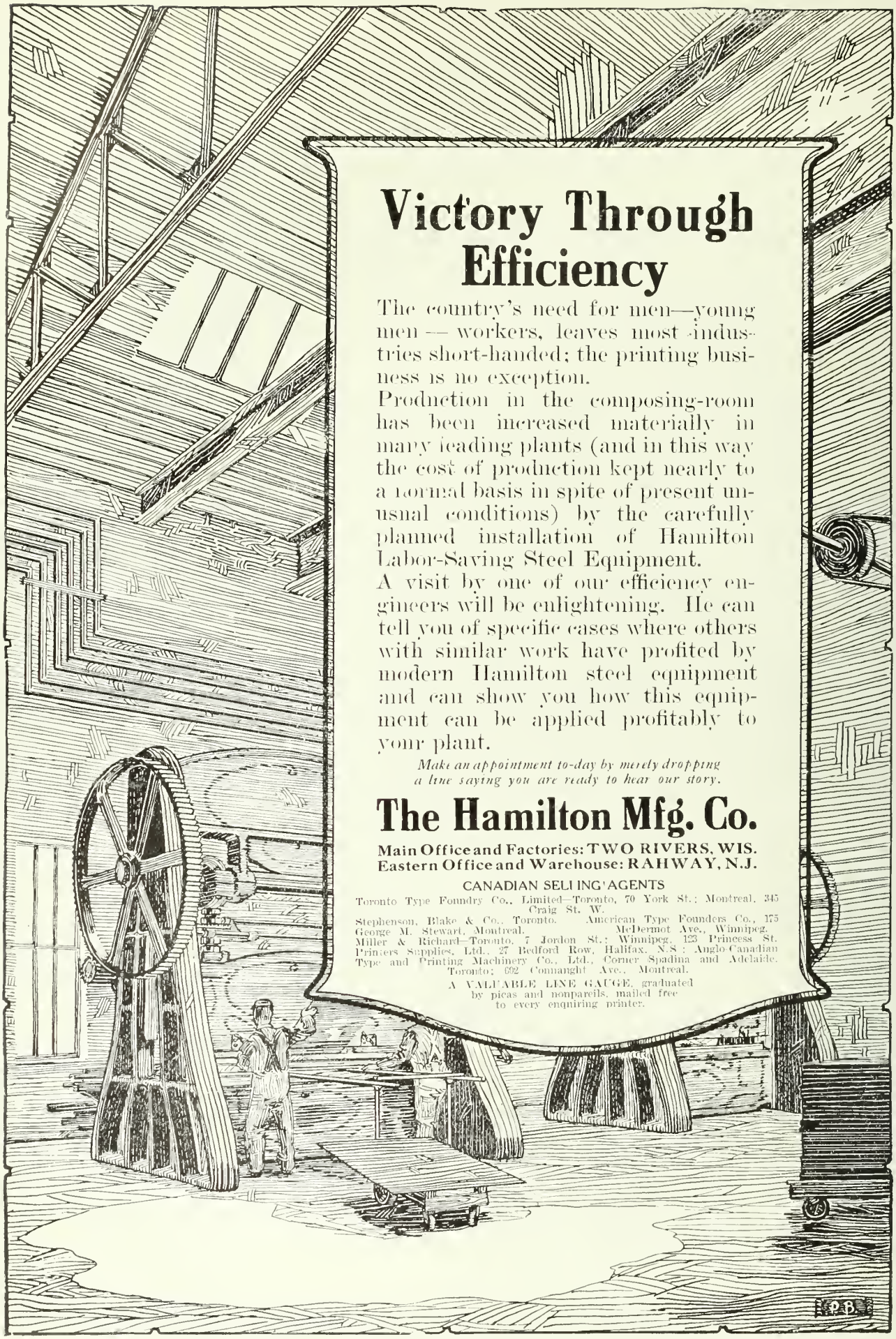
LANSTON MONOTYPE MACHINE CO. · PHILADELPHIA

NEW YORK: World Bldg. BOSTON: Wentworth Bldg. CHICAGO: Plymouth Bldg. TORONTO: Lumsden Bldg.

Monotype Company of California: SAN FRANCISCO

173

This Advertisement Set in Monotype Series Nos. 21 and 118, and Monotype Rule



Victory Through Efficiency

The country's need for men—young men — workers, leaves most industries short-handed; the printing business is no exception.

Production in the composing-room has been increased materially in many leading plants (and in this way the cost of production kept nearly to a normal basis in spite of present unusual conditions) by the carefully planned installation of Hamilton Labor-Saving Steel Equipment.

A visit by one of our efficiency engineers will be enlightening. He can tell you of specific cases where others with similar work have profited by modern Hamilton steel equipment and can show you how this equipment can be applied profitably to your plant.

Make an appointment to-day by merely dropping a line saying you are ready to hear our story.

The Hamilton Mfg. Co.

Main Office and Factories: TWO RIVERS, WIS.
Eastern Office and Warehouse: RAHWAY, N.J.

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York St.; Montreal, 345 Craig St. W.
Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg.
George M. Stewart, Montreal.
Miller & Richard—Toronto, 7 Jordon St.; Winnipeg, 123 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.; Anglo-Canadian Type and Printing Machinery Co., Ltd., Corner Spadina and Adelaide, Toronto; 592 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Work With Your Staff of Correspondents: Don't Leave Them To Do the Best They Can

Co-operation the Secret of Getting Real Results From the Force Out of Immediate Touch With the Editorial Room—A Great Source of Strength to the Paper

HOW to get the best out of your staff of correspondents is a question that interests a lot of publishers. In fact the only person not interested would be the man with no correspondents working with him. It concerns principally the small daily and the weekly section of the Canadian field. The larger daily papers can look after the question for themselves. They have an organization paid for the work they do, in nearly every case on space. The more stuff sent in the better the size of the pay cheque that comes their way the end of the month. The work of the publishing office becomes largely a matter of weeding out and cutting down, as a space writer generally develops the idea that a thousand dollar fire in his town is secondary to nothing, and he can't see the justice of a news editor sending him a sharp note to have a heart on the telegraph tolls.

Not often do you find an editor who is willing to admit that he is getting the very best possible results from his staff of correspondents.

If you have a plan that works well, let's hear about it.

If you know that the ideas contained in the article on this page are wrong, go in and puncture them.

If you can supplement the suggestions with others that have brought results in your case, let the rest of the publishers have the benefit of your experience.

PRINTER AND PUBLISHER *will be pleased to publish the letters on this question. Methods that have been found O.K. by the test of actual experience are a thousand times better than a mile of theories.*

THE OTHER CLASS

But the weekly and the small daily cannot pay the price for correspondence that the big paper can. They haven't got the revenue to let them do it. So for all purposes these two classes, the smaller dailies and the weeklies, are in the same position. The tendency is to pay the contributors. The influence of the large daily is felt here. The correspondent who files his material at from $2 to $4 per column—and the latter figure is near the amount generally paid—finds it hard to see why he should sell his news to the smaller paper for a smaller figure. There is an increasing demand toward a paid correspondence list, and that is the reason behind it. Some papers, through old association and for other reasons, have found it possible to keep up their list of correspondents for a supply of material and a free copy of the paper. This number is small and decreasing rapidly.

A BUSINESS BASIS

The more satisfactory plan is to get your correspondents on a business basis. Then you have a claim on them. It brings up the matter of buyer and seller. They have the news for sale and the publisher is the purchaser. The amount of remuneration can largely be arrived at by the volume of circulation in that particular section, the ability of the correspondent, and the ability of the paper to pay. A practice that seems to find general favor is followed in many places by making the payment prior to Christmas, the amount covering the work of the current year.

KEEP CHECK OF THEM

Don't ever let your correspondents think it is a matter of indifference to the publisher if they miss a week or two, or if they simply "send in something" that reaches the office in the last hour of grace. Keep tab on their work—give them suggestions. Have a supply of post cards that go out automatically if their material comes too late. In this way you can kill off that ghost that still stalks through all too many papers in the shape of the bracketed six point line "too late for last week." Your card can state simply, but firmly, that their copy was late arriving, and that this was regretted. A few correspondents may resent this, but in the long run the effect is good. It gives the person with whom you deal the impression that you run on a schedule that must be adhered to, and also tells him in a way he cannot fail to see that his contribution for the week was missed by the office of publication.

OFFERING SUGGESTIONS

The writer is speaking from an experience covering a number of years in both weekly and daily fields, and can state positively that one of the best methods of getting the most out of your correspondents is to co-operate with them by the offering of suggestions. For instance, if your paper circulates in a mixed farming district, send a request ten days in advance of the time you plan to use the material, asking for 200 words on the way winter wheat has stood the winter. Or, in keeping with the campaign for increased production, ask for estimates of the increased acreage; if the farmers will grow spring wheat to a greater extent; how the prospects are for seed grain. These are only a few suggestions. But keep your queries timely and on a line with what your people are familiar with. If you wish to vary it a little, let your correspondents answer a query, "Is the farmer any richer from the period of high prices?" Answers to that from twenty different points will make as good reading as can be bought anywhere where reading matter in the rough is offered for sale. Try it.

A CORRESPONDENCE PAD

Use a printed correspondence pad if at all possible. And by the word "printed" take it to mean that you will print something on it that is going to be of value to your correspondent. Remember, he is just as apt to be stalled for an idea or suggestion at times as is the publisher or editor. Use the name of your paper on top, put in a place for the name of the writer's town or village, and also a place for the signature of the writer. Then along the left hand side of your sheet use up a strip about ten ems in width. This is the place to get in your best work. Give a list of good suggestions along the lines you want your correspondents to work. Tell them what you consider is news and tell them also what you don't want. Remember you often get a new correspondent without a chance to give instructions. Let your printed instructions and suggestions be before him every time he starts to write. In this list you will find that the power of suggestion has a splendid chance to prove just what it is capable of doing.

PRINTER AND PUBLISHER would be please to get the opinions and experience of others on this matter—the getting of the best results from your staff of correspondents. If you have a good plan let others hear about it. If the suggestions offered here are wide of the mark, knock them down and set up others.

THE REAL NEWSPAPER MAN A RARE FIND—HE'S GOOD ON THE DESK OR ON THE STREET

THE position of the newspaper reporter and the chances he had for advancement were discussed in the last issue of PRINTER AND PUBLISHER. The idea was advanced that he had to depend almost entirely on his chance of getting on the "desk" jobs in an office before he could get ito the worth-while pay list. It was also questioned whether this man would not be a greater asset to his paper working on the outside staff. It is a matter that has been variously discussed by many men in the business, and it is an interesting point. Speaking of this a few days ago W. J. Laut, managing editor of the London *Advertiser*, gave to PRINTER AND PUBLISHER a new angle to the matter. He believes that a newspaper man is such no matter whether you have him at the desk or on the street, and that the good reporter will not lose his goodness because he has been transferred to an inside position.

Personally I have always had the view that the man on the street, if he be a real reporter, is the most influential man on the paper. This requires a combination of writing skill, a wide eye for human interest, and an appreciation of the niceties of approach and presentation of the facts. Some men have a certain manner of description that lifts the common-place news item into a moving force. One reporter may say "A serious fire occurred, etc.," while another man may give an entirely new picture of the fire by starting off, "In a sweep of flame the building at so-and-so was destroyed." The trick of putting life and action into every story seems to me to mark the born reporter. This man will have the nose for news. He will not say a woman is beautiful when he can tell why she is beautiful by a description of her raven hair, her pearly teeth, her clear, blue eyes, etc., etc. He will not tell you an accident is "sad" when he can give a graphic picture of how the woman saw her child go beneath the wheels of the motor-car juggernaut. Irvin Cobb writes in a style that is the acme of newspaper reporting. He would not say "a desolate scene." When the word "desolate" came into his mind it would be a direct challenge to tell the story of that desolation. He would break the desolation into a hundred bits of langauge and the picture would work itself out. Is not that the inner secret of writing? Is it not the magic stone of literary thinking? I may not make myself quite clear, but I believe that the newspaper sense is based in the ability to see clearly and to name that which it seen.

SAME ALL THROUGH

"Where then," queried PRINTER AND PUBLISHER, "is there the dead-line between a good desk man and a good reporter, and how can you determine whether a man is most valuable on the inside or outside staff?"

"This sense of interpretation," replied Mr. Laut, "applies to a newspaper from the reporter to the managing editor. It is the keynote of newspaper making. I maintain that there is no fine distinction between a good desk man and a good reporter, as I have never seen a good desk man who had not been a good reporter, and I have never seen a good reporter tackle a desk, and, liking inside work fail to develop a new degree of treatment in news. He may fall off in writing practice through lack of his former constant application to the typewriter at high pressure, but he will either accept or reject a story that reaches or fails to reach his specifications. I believe that a staff should be developed from its reporters right up to the top, and I believe that the mature reporter who has worked at the game of gathering news and writing it will be in pretty good shape to interpret and to illuminate that news when the time comes for him to take an editorial chair.

EDITORS AS INTERPRETERS

"And I believe an editor will soon come to be an interpretative agency rather than a moulder of opinion. What a mountainous egotism that one thinks for thousands! But he may interpret, and that is the only honest sort of writing. He may interpret from knowledge, from experience, from facts at hand, from the dictates of common sense, but he should not seek to influence through forced opinion.

"I believe real newspapermen are rare. I have met a few and I have tried to study their methods. The trouble is that most reporters are either superficial and have a taste for skim milk, or else they have minds like suet puddings, and always beat their articles into butter. The chap who can give us good wholesome milk, with a nice head of cream at the top, walks with the gods. The only way I could demonstrate my meaning would be to take a few stories I have seen and make you see how vivid and vital they were. The man who is not conventional, and yet not a newspaper smart aleck, who sees the potent trend in every story he handles, who makes his facts stand up in regular rows, news. He may fall off in writing practice he will make music wherever he goes."

LIMITING SIZE OF NEWSPAPERS

FREQUENT reference is made to regulation of sizes of European newspapers. The Press Association of Spain has formulated plans for the regulation of the consumption of newsprint whereby dailies are divided into three classes: First, consisting of papers the size of which does not exceed a total of 1,860 square inches. These periodicals may publish four pages daily or 28 pages weekly, as they are now doing, but on no day can such papers print six pages, not even on Sunday. The second class consists of dailies the size of which exceeds 1,860 square inches, but not over 2,635 square inches. These periodicals may publish 34 pages a week, divided as follows: four days at four and three days at six, but on no day may they publish more than six pages. All other newspapers exceeding the total of 2,635 square inches in size each may not publish more pages than they have been accustomed to issue in the past.

The new Italian decree regulates the price of newspapers and other periodicals and their size. Newspapers and other periodicals cannot be sold to the public for a less price than $0.019 each. The subscription price for daily newspapers must be increased in proportion to the length of the subscriution by at least $2.20 a year over that established in 1917. Subscriptions are not to last less than three months. Prices and other advantages cannot be conceded to subscribers. Daily newspapers cannot be published in a number of pages exceeding four. Ten times a month they must be published in two pages, with the exception of newspapers having dimensions not exceeding 18 square decimeters of printed matter on each page, for which such obligation is limited to four times a month.

CONTENDS THAT THE COUNTRY WEEKLY IS MOST THOROUGHLY READ PAPER

W. B. TEMPLE, of the Twillingate, Nfld., *Sun*, apparently is certain that the people of his section read the weekly papers. He goes farther and claims that the editorial sections of the

W. B. TEMPLE.

paper are the first to be read. He says, in a letter to PRINTER AND PUBLISHER: "It may surprise you to know that most Newfoundlanders read editorial articles, if live and topical, before they read the news. That is a reversal, I think, of conditions in Canada and United States where most people read the headlines and throw the paper away. I have often wondered why advertisers miss the country weekly (in the sense of 'overlook') and use the big-subscription-list daily so freely, where quite half of the readers never get beyond the headlines; while the weekly is positively worn out in the process of being read so frequently. I figure that a weekly country paper with a thousand circulation is equal to the daily with five. However, everyone to his taste, and the advertiser must do what he believes best; though one looks for a broader view from the agencies."

THE TWO TIMES

"Robt. Bishop, of Druid, advertises in the *Prairie Times* but refuses to take the paper that he advertises in. That little refusal card was entirely welcome. It was the first one we had had for five months, and it was like a letter from home. We've had it framed."

If the Nokomis *Times* had a few advertisers in Robert Bishop's class we might have got away with three or four mistakes that appeared in the last issue of this paper. As it is, all our advertisers take the paper and every mistake was discovered within twenty-four hours.—Dodsland *Times*.

Apprentices Opened Eyes of the Employers

Hamilton Newspapers Helped to Give the Real Practical Touch to Training of Apprentices—Advertisers Pleased with Results Obtained

ON March 20th last there appeared in all three of the Hamilton, Ontario, daily papers a full page of advertisements set up by apprentices from the various news and job print offices in the printing department of the Technical and Art School.

Under a joint trade agreement between the Typographical Union and the news and job printers of the city all apprentices in these offices in the city attend the Technical and Art School one-half day each week and six nights each month during the evening school session. These apprentices are paid for the time they attend in the day time and it is compulsory for them to do so.

Both union and employing printers realized that machinery is entering more largely into the printing trade. The tendency is toward specialization, especially so in news rooms, where ads are set by machinery and time is the all-important object in putting ads together. Under the prevailing system one man may have charge of one ad which runs daily with changes. He may continue in this capacity for a long period. He receives the layout, with display lines marked, so that all he has to do is to make a few simple calculations for the measure of a certain panel or paragraph. This is specialization. The result is that this man is apt to get into a rut and become dwarfed as far as a wider knowledge of the trade is concerned. The ambitious apprentice is given the opportunity in the school to obtain a practical and general knowledge of operations and processes which is not found in trade practice in the average shop. Moreover, in the school the apprentice is taught design, color harmony and everything which will help to make him a highly skilled worker in his trade.

Two advertising contests have been held so far. The first involved the setting up and arrangement of one piece of copy. The photos of the first three winners were printed in the papers. The second contest was the setting up and arrangement of a fullpage of advertisements.

Coupons were printed in each paper as follows:

VOTING CONTEST

Technical School Ad Competition Appears on Page 9

There is an unusually interesting page of advertisements in this issue which every one interested in technical education should read. On page 9 will be found the business announcements of twenty-one of Hamilton's popular and reliable business firms. All of these advertisements were designed and put into type by students of the Technical School. It gives the public a good idea of the progress Principal Sprague and his assistant, Fred Atkinson, are making in one of the numerous branches of technical study. Turn to page 9 and read each announcement carefully, remembering that it is the first efforts of students in technical work. Use the coupon on the back page of this issue to vote for the three advertisements you consider the best. You can show your interest in this work by making your selections now.

The ads for this page were secured by the advertising managers of the three daily papers. Each pupil was given the copy for one ad and a certain time in which to set it up. The page was then stereotyped and given to the papers. After publication it was reproduced in the news offices, so that there should be no conflict with the work of regular journeymen printers.

VOTING COUPON

The Technical School Ad Setting Competition

I consider the following three advertisements to be the best in order of merit:

Number .....

Number .....

Number .....

Name .....

Address .....

Enclose this coupon and mail to Hamilton Technical and Art School, Stinson Street,

Contest. City. H.S.

On the front page was a reader calling attention to the page of advertisements and the coupon. Over twelve hundred coupons were received at the Technical and Art School in three days. Many advertisers wrote stating that they considered their particular ad the best. Some said their ad was the best they had ever had in the daily papers. The contest created widespread interest and furnished convincing proof of the value of trade education.

A unique thing about this contest is the fact that some of the contestants had never set a line of type in the office in which they work and that the proficiency they have shown is due entirely to the instruction received in the Technical and Art School Printing Department. This shows that the school is meeting a real problem in the training of apprentices. Another result of the contest was that when some of the employers of these apprentices saw what the boys could do, they took them off messenger work and mail room work and put them on the case.

As far as we know the union and employing printers in Hamilton are the first to adopt such an advanced and reasonable system of part time instruction of apprentices. Other cities have experimented with this plan to a certain extent, but in none has this plan been extended to all apprentices in the trade by joint agreement.

It is a matter of interest to note that this plan has been in operation for two years to a certain extent with other trades. Over twenty manufacturing firms now send apprentices to the Technical and Art School one-half day each week for instruction in their trade. The trades included in this work to date are machine shop practice, toolmaking, patternmaking, electrical work, mechanical drafting, lithographing and building construction.

TIME WORTH $5 PER HOUR

A San Francisco printer, who is known for the reluctance with which he makes estimates and who is especially sensitive about using any of his precious moments compiling figures for the mere love of it, had a good story told on him a week or so ago.

Two sprightly young men walked into his office and told him they wished to talk to him about a publicity proposition they had in mind. They were youthful and enthusiastic. The printer in question is not given to enthusing about prospective jobs, and it is possible that long years of figuring on jobs he never got has made him canny.

He happened to note the words "high school" on the MS. one of the young men carried. He said, "Boys, I have no time to give to figuring on propositions on mere speculation."

One of the would-be customers came right back with "How much is your time worth?"

'Five dollars an hour," was the instant reply.

"All right, we will buy two hours."

At $5 per hour the Boss was ready for all sorts of eloquence.

The printer was so pleased to have found, after all these years, one customer who really realized that his time was worth money, that the conversation that followed was a genuine pleasure. He was still more delighted at the end of an hour, when the interview was over, to find that the young man meant what he said and actually tendered the coin of the realm in payment for the commodity which he had used belonging to the printer.

It might be a good thing to follow the procedure of the lawyers and judges and use this case as a precedent in the printing business. If there is any man who gives away his time as if he had a million years to live, it is the average printer, who has nothing to show for many, many precious hours except duplicates of bids, the story of which was ended in the first chapter.

Business For Those Who Get After It

Little ads. but lots of them, seems to have been the idea behind the amount of business secured by the Ottawa *Citizen*. In its issues of March 16 it had some 27 columns of classified advertising. Those reproduced on this page were selected at random with the idea of showing as many lines as possible. Classified advertising means work—means lots of it, too, but it also means business that often cannot be reached in the larger way.

Three full pages of such material is also a good ad. for the business section of Ottawa. It has an influence in this way that cannot be overestimated.

The Citizen's Business and Professional Directory

DRUGGISTS

T. T. BEATTIE
DRUGGIST
(Also OPTICIAN)
462 BRONSON AVE.
Phone Q. 506.

CHIROPRACTORS

F. L. LANGLOIS
Chiropractor
Heart, Nerve and Stomach Specialist.
256 RIDEAU STREET.
Phone R. 2214.

BOOTS AND SHOES

BAKER & CO.
BOOTS AND SHOES
63 RIDEAU STREET.
Rideau 2223

HOTELS

Alexandra Hotel
HOTEL
Cor. Bank and Gilmour Sts.
Phones:
Queen 4904—4905—92.

COAL

Coal!
J. & T. Ballantyne
LIMITED
42 ELGIN ST.
Queen 4141.

BUTTER AND DAIRY PRODUCTS

Jersey Creamery
BUTTER AND DAIRY PRODUCTS.
377 SPARKS ST.
Queen 2986.

BOOKBINDERS AND PAPER RULERS

Jas. Hope & Sons, Limited
Bookbinders and Paper Rulers
Also Printers.
63 SPARKS STREET.
Phone Queen 1233.

BOARDING AND SALES STABLES

Taggart & Kinsella
BOARDING AND SALES STABLES
375 COOPER STREET.
Phone Queen 7711

ELECTRICAL FIXTURES

OTTAWA BRASS MFG. CO.,
BRASS AND COPPER GOODS
ELECTRICAL FIXTURES
542 WELLINGTON ST.
Phone Queen 1220.

BARRISTERS AND SOLICITORS

BEAMENT & ARMSTRONG
BARRISTERS AND SOLICITORS.
25 SPARKS STREET.
Phone Queen 1934.

ACCOUNTS AND AUDITORS

H. S. BATES
Chartered Accountant and Auditor.
102 Bank Street.
Q. 6046.

BOOKSELLERS AND STATIONERS

A. BELLMAN
BOOKSTORE AND STATIONERY
825 BANK ST.
Phone C. 3535.

BOILERS, ENGINES, PUMPS

J. W. ANDERSON
SALES ENGINEER
John Inglis, Co., Limited
No. 7 Bank St. Chambers.
Queen 2502.

AGRICULTURAL IMPLEMENTS

J. CLOTHIER
AGRICULTURAL IMPLEMENTS.
38-40 YORK STREET.
Phone Rideau 861.

BILLIARDS AND POCKET BILLIARDS

D. E. ALLEN
BILLIARDS AND POCKET BILLIARDS.
175 BANK STREET.
Phone Queen 2172.

BUSINESS COLLEGES

Arthur A. Crawley & Co
CHARTERED ACCOUNTANT
LAURENTIAN BLDG.
Q. 8077.

GOWLING BUSINESS COLLEGE
Business College.
38 BANK STREET.
Phone Queen 3900.

CARTAGE AGENT

FRANK DOLAN
CARTAGE
218 ARLINGTON AVE.
Phone Carl. 1205

MILLINERY

MISS E. BREEN
MILLINERY AND FANCY GOODS
279 DALHOUSIE STREET
Phone Rideau 415

BLACKSMITHS

Trudel & McAdam
Wrought Iron Contractors, Fire Escapes, Auto Springs and Axles.
399 LAURIER AVE. W.
Queen 11.

FLORISTS

CHARLES CRAIG
FLORIST.
RIDEAU TERRACE.
Phone Rideau 566.

ARCHITECTS

Darling & Pearson
JOHN A. PEARSON
ARCHITECTS
VICTORIA CHAMBERS
Queen 8321

COAL AND WOOD

M. N. CUMMINGS
Coal and Wood.
WESTBORO.
Phone Queen 7471

MACHINIST (GENERAL)

Victoria Foundry
Machinists.
44 BOOTH STREET.
Phone Queen 139.

AUTO AND TAXI LIVERY

HULL & OTTAWA Garage Co., Ltd.
AUTO AND TAXI LIVERY
19 Main St., Hull.
Queen 2616.

FLOUR AND FEED

E. LAROSE
FLOUR AND FEED
259 CUMBERLAND ST.
Phone Rideau 1597.

HARDWARE, OILS, PAINTS, ETC.

WHOLESALE RETAIL HARDWARE
P. H. CHARRON
Cor. Champlain & Victoria, HULL.
Q. 910.

BANKS

UNION BANK OF CANADA
BRANCHES:

Sparks St. - -	Q. 4030
165 Bank St. - -	Q. 7610
63 Clarence St. -	R. 1107
801 Somerset St. -	Q. 1439

DENTISTS

R. MILTON ARMSTRONG
DENTIST
56½ SPARKS ST.
Phone Queen 2748.

GENERAL STORES

P. BISSON
GENERAL STORE
ALSO COAL AND WOOD
340 PRESTON STREET.
Phone Carling 970

DRY GOODS AND NOTIONS

CARON FRERES
DRY GOODS AND NOTIONS
197 MAIN ST., HULL.
Phone Queen 3151.

BUTCHERS, MEATS AND PROVISIONS

J. S Charbonneau
BUTCHER,
MEATS AND PROVISIONS.
1053 WELLINGTON ST.
Queen 3236.

BARBER PARLORS

T. L. St. JULIEN
BARBER PARLORS.
ALSO TOBACCO
213 SPARKS STREET.
Phone Queen 1958.

BUILDERS' SUPPLIES

Builders' Sales, Ltd.
Builders' Supplies.
531 SUSSEX STREET.
Phone Rideau 2333.

BAKERS AND CONFECTIONERS

Levesque & Binet
BAKER & CONFECTIONER.
214 NOTRE DAME, Hull.
Phone Queen 3182.

Getting the Paid-In-Advance List

By Rob Holmes

MR. HOLMES was formerly publisher of the *Clinton New Era*, and still retains a keen interest in all matters pertaining to the newspaper business.

Editor PRINTER AND PUBLISER.

Dear Sir:

I cut the following item from a country paper, and it suggests a train of thought:

> Twenty more newspapers in Canada have died because they couldn't live. Twenty more people, who have struggled to make both ends meet, have thrown up the sponge. You can't buy paper at present prices and give it away. Most likely those editors all begged their subscribers month after month to pay up. Everybody who reads a country paper knows the sad cry, "Drop in and pay your subscription." Well, they're not asking any more. They just got tired and closed up. Every one of these towns will miss their newspaper, and miss it sorely—take it from us.

Though I have now no connection with the newspaper buisness, a good many years' practical experience has left me with very sympathetic feelings towards it, and when I read the old familiar paragraph in some papers I still get, "Please pay your subscription" my thoughts go out to the unfortunate publishers who are either compelled to go to the wall, as the above item indicates, or else scrape along as best they can under adverse and undesirable circumstances.

No subject worries a publisher more than this phase of his business. It has been discussed at many meetings of the Press Association, and there is no actual remedy for it except absolute prepayment, and this is so radical that many publishers hesitate to adopt it. I think I lost several thousand dollars by unpaid subscriptions while I was in business; and I venture to say that many other publishers had similar experience.

The City Pressure

When I assumed full control of the *Clinton New Era*, the price was $1.50 a year, which was then the regular price of all country papers. The competition of the city weeklies, the subscription to which was sometimes as low as 75c a year, compelled country publishers to drop their price to $1 a year "in advance." I decided to reduce my subscription, commencing with the beginning of the coming new year, and in order to get all the benefit I could out of it I started to advertise the reduction about the month of September, and kept it up to the end of the year, laying emphasis on the statement that it must be paid in advance to get the benefit of the reduction.

My subscription list was nearly 2,000, and by about the 1st of Feb. three-quarters of the list was paid in advance. I found, however, as years went on, that subscribers would slip back into the old habit unless a continual campaign was kept up. To offset this I adopted another plans. Many of my subscriptions ended at different times of the year, such as March, July, etc. As the bulk of my subscribers were permanent ones, I thought I would make all subscriptions run current with the year; that is from 1st of Jan. to 31st Dec. I reasoned that as many subscriptions to city weeklies were carried on this basis, it would be an advantage if mine ran the same way, and it worked out as I expected.

If a subscription expired, say in March, and a man came in to renew it, I would only charge him for the balance of the year, telling him my reason for doing it. If a subscription expired, say in Sept. or Oct. I would throw the balance of that year in free and get the subscription for the following year. In this way I eventually got a large proportion of my list paid in advance, though it took some time to work it out.

Eighteen Years in Arrears!

I never had backbone enough to adopt a strictly paid in advance system, largely because my local cotems would not do likewise. I know of a publisher not many miles from where I was located who collected 18 years back pay. What can you do with competition like that? If a subscriber got five years behind with me, and failed to pay, I struck his name off my list if there was no way I could collect it —and this happened with subscribers in the West.

I had quite a number of subscribers in the*Dakotas* and *Manitoba*, people who had lived in the county of Huron. They would first pay a year in advance, with the remark "Don't stop the paper when the year is out." Then I might get a letter saying "We have been frozen out" or "The drouth has caught us—please do not stop the paper, we will pay up later on," Sometimes they told me they were so hard up they could scarcely buy a postage stamp. What would the average publisher do but continue to send the paper on, and before he knew it there would be several years' subscription due.

There never was a time within the last 25 years when country newspaper subscriptions should not be paid strictly in advance. With the greatly increased cost of production at the present time it is more necessary than ever. The margin of profit on newspapers is so small that a few losses soon wipe out revenue necessary to keep business going. I used to get heartsick myself at this part of the business. I cannot suggest any remedy other than eternal vigilance and persistent effort. In my opinion the coutnry paper that is able to live literally up to the paid in advance principle must either be exceptionally good or have a field peculiarly its own.

This is not written with any desire to provoke discussion, but I thought my experience might help some fellow who is struggling against the handicap of a lot of well-meaning but terribly careless subscribers.

Yours,

Toronto, April, 1918. ROBT. HOLMES.

A VETERAN EDITOR

From the Vergeville, Alta., *Observer*, March 26: We notice that W. A. Letson, editor of the *Mannville Empire*, is 71 years of age on the 21st of this month. Of the 71, fifty-five have been passed in newspaper work; which surely places Mr. Letson among the genuine "Old Guard" of the profession. He has been connected with many newspapers during that 71 years, and, as one would expect, has given all of them his best service. The *Mannville Empire* cannot be regarded as a very imposing newspaper, even among the ranks of the smaller weeklies, but as Mr. Letson says: "We have published it under difficulties which at times seemed insurmountable." Any country editor knows only too well what sort of difficulties these are.

SOLDIERS AS OPERATORS

An official of the Toronto Typographical Union stated to PRINTER AND PUBLISHER that there was likely to be some controversy over the request being made that returned soldiers should be given an opportunity to learn the linotype, irrespective of their former training, or of any knowledge of the printing trade in the way of apprenticeship. The I. T. U. men stated that the organization which he represented was not willing to concede the point, holding that it was their aim to keep up a high standard in the trade, and to develop the all-round man who could work in any department, either as a floor man or operator. The military authorities have been taking the matter up for some time past with the union, but no decision has been arrived at.

IS 46 YEARS OLD

The Toronto *Mail and Empire* has celebrated its 46th birthday. The first issue was published on March 30, 1872. During all these years it has continued in business at the original stand. The building from which the first issue was published has long since disappeared, but a few of the men who assisted in the publication of that first issue still remain. Ex-Ald. W. J. Hambly, who was the foreman of the composing-room in 1872, is enjoying well earned retirement, but one of his assistants, Robt. Munn, is still actively engaged daily in the composing-room.

In those days the late Mr. T. C. Pattison was managing director, and the first issue was published under great difficulties, as there was a printers' strike in force at the time. The *Mail*, however, was paying the full wages demanded by the Typographical Union, and had no trouble with its printers, but owing to the dislocation of business caused by the strike the paper could not be published in time to meet the outgoing mail trains. All the members of the then editorial and reportorial staff have since been gathered to their fathers.

THE HALIFAX CHRONICLE

The "Restoration Number" of the Halifax *Chronicle* is a splendid 60-page edition. The variety of material employed is very wide in its scope, and has a very special bearing on the occasion. The advertising patronage is liberal, coming from all manner of construction, building and machinery companies. The wording of the advertising carries a special appeal in many cases for those engaged in the work of reconstruction.

Tibbs, Printer's Salesman, is a Great Success

How Tibbs, an Ordinary Man, Has Become Extraordinarily Successful in the Development of Business—Ideas and Service Are His Pass Key to Orders—Instances of His Methods and Successes

By JOHN C. KIRKWOOD

MANY, many orders for printing can be obtained by taking definite suggestions of prospects, visualized, whenever possible, in the form of a dummy. This is creative work—resultful and rewardful.

The rare thing in Canada—probably elsewhere as well—is to take definite suggestions to prospects. Yet men in business are really eager for suggestions that give the promise of securing them more business, secure at a profit.

LET US SEE HOW IT WORKS OUT

A salesman called out a book publisher in Toronto—but not to sell; that is, selling was not his ostensible errand. He went in to get information about an author. The manager was most willing to talk; and talking on a subject of real interest to him, he became quite warmed up, and even friendly to his caller. In a lull of the conversation, the manager said: "By the way, Tibbs, I'm thinking of trying out a little to sell the *X Y Z* stories, and I believe you can help me. I've 20,000 names of known book lovers, and I think I'll try out 5,000 of them. I want to send out a circular letter, and I think you're the man able to draw up a good letter for me."

AN IDEA THAT TOOK HOLD

"I'll give you a better idea than that," said Tibbs; and thereupon he proceeded to develop a house organ idea. With his pencil, and a piece of blank paper, Tibbs made up on the spot a rough dummy, calling the proposed sheet "*Everyman's Book Shelf*," and he showed how this little publication could be made interesting and valuable by the inclusion of proposed courses of reading, on history and certain periods of history; on poetry; on romance; on religious thought; on English literature; on travel; and so on. He suggested that University professors and others capable and distinguished should be asked to prepare brief essays, outlining and defining the proposed courses, and weaving into the fabric of their essays the names of the books in the X Y Z series akin in theme to, or illustrative of, the subject of the reading course. Tibbs had other well-conceived ideas and it was an easy matter to "sell" the manager of the publishing house—to the point of having a 16-page house organ produced, to be mailed to all the 20,000 names possessed. Incidentally, the suggestion was made that frequent issues of *Everyman's Bookshelf* should be sent out.

This incident illustrates my point: If the salesman has ideas of real value to offer a prospective customer, he can go away with many an order that otherwise would never have been placed.

Just here, let it be said, that Tibbs makes a good many accidental (?) calls on prospects—not visiting calls; nor, on the surface, canvassing calls. He drops in to get or give information. This is his excuse. With this as an ostensible object he is able to get up conversation quickly, and by being able to guide conversation, he gets the interview to the point where he can, impromptu, as it were, make a definite suggestion—a suggestion that he had already well developed, and which he really called to offer—at the right moment. He leaves, saying: "All right, Mr. Brown. I'll get up a little dummy and prepare an estimate. When shall I call? —Friday?—Good!"

TIBBS ABHORS THE COMMONPLACE CANVASS

Tibbs hates begging. He will not go to a man saying: "Anything doing to-day, Mr. Brown?" His cultivated altitude and method are to *offer* something, not *ask for* something. By this means he creates business and secures it at a price not subject, from the nature of things, to the menace of competitive bids.

ANOTHER BIT OF BUSINESS DEVELOPED BY TIBBS

Tibbs was 'phoned for by a manufacturer, one of his customers, to call and take instructions on a small job. The manufacturer was putting a new line on the market and wanted a booklet prepared. Tibbs, by the way, undertakes to get booklets and circulars written for his customers. He is in touch with a first-class writer—not a cheap man; and with this service to offer, he gets many orders that might go to some one else.

Tibbs himself is a quick-witted chap. When the manufacturer spoke of a booklet on the new line, Tibbs came out with an idea which he had thought out previously—an idea which meant the publication of a regular series of booklets, every one of which would run into considerable editions. The first thing Tibbs knew the manufacturer had seized the idea and was working it out, and retelling the whole thing to Tibbs, as if it were his own conception.

Another time Tibbs went to a magazine publisher, with a dummy; or rather, he took his idea to the circulation manager. The idea was a monthly synopsis of the contents—an interpretation of the magazine month by month. The 4-page sheet would be illustrated with the illustrations used in the magazine itself. Tibbs was all ready with his sales talk, and it didn't take him five minutes to get from the circulation manager: "I'm sold. Go ahead."

TIBBS MAKES CASUAL CALLS

Tibbs dropped in one day on a man he had never seen or heard of before—a dealer in art fabrics for upholstering and wall hangings. The name on this sign outside attracted him, and in he went. He had little difficulty in getting to the managing director, and straight off the reel he said: "Mr. Macdonald, I am connected with Gray & Holden, printers, but I'm not here to talk printing. I'm curious. I'd like to know something about your business. Whom do you sell to? Who uses your stuff, and how is it used? I'm out to learn, Mr. Macdonald, and I'll be greatly obliged if you will tell me something about your business."

Now, Macdonald is always ready to fill any pair of ears, willing to listen, especially when intelligence is behind the ears; and so he gave Tibbs all he wanted to know.

When he was done, Tibbs said: "What are the obstacles in the way of your selling more, Mr. Macdonald?" And Macdonald told him. "Mr. Macdonald, if I can think out any ideas likely to be useful to you, may I bring them to you to submit?" "Sure, Mr. Tibbs. I'll be delighted to consider anything good." And so Tibbs got his opening, and is to-day selling Macdonald not a little printing every year—printing that no other printer has a chance at, because it is Tibbs' *ideas* that are valuable to Macdonald.

TIBBS IS ALWAYS SMELLING ABOUT FOR BUSINESS

Tibbs got hold of the seed, bulbs and shrubbery catalogue for the Hogarth Nurseries; studied it, and made it yield him some suggestions. He conceived the idea of making up a perennial flower bed, to be filled with plants which would bloom from spring to autumn. Some flowers require sun; some get along well in shade. And so Tibbs prepared a circular, with two diagrams, one showing how to lay out a bed, 8 x 50 feet, for plants calling for much sun; the other for plants less dependent on the sun for their blooming. He listed the plants for each bed, and found that they would total something over $30 for each lot. He presumed that the Hogarth Nurseries would be willing to cut this price, if they could sell the complete assortment proposed. Then he went to the Hogarth Nurseries, laid before them his dummy idea; captured their interest immediately, found out that they would be glad to sell the whole selection for each bed for $15 for bulk orders. After all this, a good printing order was secured without even asking for it—it followed as a matter of course; and Tibbs' figures were not even jotted down. Hogarth saw far beyond the job; he saw orders coming in, new customers being won, and competition being beaten to it.

TIBBS TURNS CONVERSATIONS AND EXPERIENCES TO GOOD ACCOUNT

Tibbs knows some men who are pretty bright, and very well informed on certain subjects. For example, Tibbs went to one man, a lawyer, and got from him some information of value to landlords, renters, estate agents, and so on. He was led to make this visit to the lawyer because he heard an acquaintance of his tell how he was able to keep his house for a whole year at $15 a month less rent than the landlord wanted—just because the tenant knew more law than the landlord. So an idea was planted, and Tibbs, with the help of the lawyer, got much information of real value to landlords, tenants, and

agents. With the help of his writing friend he had this information put into good shape; had an artist make him up a dummy with little sketches of the cartoon type distributed through the text; went with his idea to the leading real estate agent in the city, and in less than half an hour had made a good sale. The idea is good for perennial business, and in other cities.

TIBBS DOESN'T BELIEVE IN TEMPERAMENT AND MOOD

Tibbs is no leg worker. He uses his legs, of course. If you followed him about for a day, you'd find that he works long, and gets over a lot of ground. And always you'll find Tibbs going *with* something rather than *for* something. As I have said, Tibbs is not a beggar. He's a salesman—a real salesman, a creator of business. *He helps the other man.*

Tibbs is not selfish. He has explained his method many times to competitors. He knows that he cannot begin to get all the business there is to be had; and he has enough good sense to see that the more printers canvass in the right way, and get right prices, the better will it be for everybody. He knows that if there are a dozen men equal to himself in selling and creative ability, the use of printed matter—the efficient use of printed matter—will take a great leap forward. Tibbs finds that his great obstacle is the obtuseness of men. He alone can accomplish but little to enlighten darkened understandings. If twenty good men were out to illuminate benighted minds in Tibbs' community it would be better for everybody, Tibbs included.

WHAT WAKENED TIBBS UP

Once Tibbs was a canvasser of the common or garden variety—a leg-worker, a beggar, a man dodging in and out, asking: "Anything doing to-day. Mr. Brown?" Of course he got many opportunities to quote on jobs, competitively; and when his firm got the business, the price didn't have much fat in it. What wakened Tibbs out of his sleep was an address in which the speaker outlined vigorously and persuasively the right idea in salesmanship. Tibbs got the Big Idea, and watered and hoed and sunned it faithfully, and in due time it bore the same fruit.

Tibbs has become an enthusiastic salesman. Everything he reads, sees or hears, is run up alongside his Big Question—"How can I use this to get a printing order?"—and answers come easy now.

Some day, soon, Tibbs will probably own his own business, or be made a partner in the Gray & Holden business. He is not worrying. In the meantime, he is making a very attractive income—larger than $5,000; larger than many of the men he serves. He *earns* his income—on a commission basis. Gray & Holden would hate to have him down on their books at a salary of $5,000; but they are perfectly willing to pay him $6,000—or $10,000—on a commission basis;because it is plain to all that the money paid has been fairly earned.

REAL TROUBLE

We have no further word about our new linotype other than it was shipped from New York on the 6th ult., and is probably being held up through the U.S. embargo. It can't arrive too soon to relieve the situation here.—Fergus *News-Record.*

KASLO EDITOR SOLVED PROBLEM OF FILLING THE PARSON'S KIRK

KASLO "KOOTENAIAN."

AS a general rule people really never realize just what a force advertising is. I have with me this week a concrete illustration of it.

Last Monday the pastor of St. Andrew's Presbyterian Church came to me and asked me for my help. He said that he wanted to get his church filled on Sunday night, just once—just to see what it looked like. He wanted my advice on how to do the trick. He had a big patriotic service in contemplation, he said.

Well, you know, I set my think tank to work and in about fifteen seconds said:

I tell you what I'll do, Mr. Campbell, but you must not expect me to do it again. I'll give you ten dollars worth of advertising space in the *Kootenaian*, and pay for it myself. You fix me up copy for an ad., for your patriotic service and let me have it not later than Tuesday morning, and I'll guarantee to fill St. Andrew's so that you will have to stick out the S. R. O. sign.

He laughed, because he thought that I was just joking, or running a bluff, I think; but had his copy in on Tuesday morning. I gave the ad. about ten dollars worth of display space, charged it to my personal account, and let her go gallagher.

Well, last Sunday night St. Andrew's Church was packed to the doors, and they had to rustle some benches to accommodate the crowd. All denominations besides Presbyterians were represented, and I have no doubt that the service was enjoyed and appreciated by all, and in a large number of cases would prove beneficial to case hardened sinners, who have never been out to church for years. For myself, I am a hard one to get out to church because I realize that I am past all hope of redemption; but in the present instance I revelled in my ability to show what I could do in the way of swinging a crowd.

Somehow I feel certain that in the Book of Life my record will be credited with that ten bones—a credit as against many debits of a short but sin-blackened life. It is some consolation to me to feel that I shall be thus credited because I am equally certain that I shall receive no credit (except from Pastor Campbell) from the tight-fisted Scotch that comprise the bulk of the congregation of St. Andrew's.

PRINTING, PRINTING EVERYWHERE IS THE CLAIM OF THE INK MAKER

THE Canada Printing Ink Co., Ltd., Toronto, has issued an attractive booklet "Printing Ink, the Medium of the Message." It is really the reproduction of an address delivered by C. R. Conquergood before the Toronto Ad. Club. Along with the book are several pages of well printed plates, showing the various effects produced by framing the same centre in different colors. Mr. Conquergood took a novel way of calling attention to the importance of printing. He took a run over the work of a day like this:

Our first glance at the alarm clock, with its printed face, tells us that it is time to get up. The ink maker, of course, had to supply a special ink for printing clock faces. We go to the calendar to tear off the pad with its day's message of inspiration, and face the touch of printing ink again. Before we are finished dressing we remember that our soap came to us in a specially printed soap wrapper, the tooth-paste is squeezed from a decorated tube, while the bottle of lotion we use after shaving, greets us with a label in several delicate colors. We note that our tie has a printed label on the inner side—of course, if you buy expensive ties it may be a woven silk label—our collar bears a printed trade mark and size number. We will not hesitate to take stock of the wallpaper that greets us everywhere in our homes, as the business of printing wallpapers is a business apart from the printing ink maker, but there is probably a printed picture somewhere on our walls. Before we get to the breakfast table, the milkman has called, and in the top of the bottle there has been a printed bottle-cap. The baker has left us his wee small loaf in a nice, sanitary, wax-paper wrapper, printed, of course. Our breakfast-food has come out of a carton printed in several colors. The tea, coffee, or cocoa is taken from a package with specially designed and printed labels, but we must not spoil our breakfast with any more of this, not even to mention the wrapper and carton in which our butter—or is it oleomargarine?—was delivered to us. Our advertising man picks up his hat and notes the printed trade mark on the inside and, hastily giving his wife a farewell kiss, he hastens to the street car. A kiss is the only print in the whole of a busy day that escapes the assistance of the printing ink maker.

For the sake of brevity we will suppose that the advertising man does not have to pass any bill-boards with their huge printed display sheets, all of them so eloquent with printing ink, but hastily handing the newsboy the change for his morning paper, he boards a car. He needs car tickets, and, reaching into his "jeans," he extracts a dollar bill, the printed symbol for money—the authorities will not permit any information from the ink maker here, because it is not given to everyone to make money. He receives in return printed car tickets, and, if he requires it, a printed transfer to complete his journey. Above his newspaper as he tries to scan it, in the crush of the Toronto cars, the blues, reds, greens, browns, blacks, purples and yellows of the street-car advertisements inevitably attract his attention, in fact they compel it.

Reaching the office the morning mail is ready to hand. Here fine steel engravings of His Majesty the King, (which we call postage stamps), have been working while he slept, in getting the mail to him. What with embossed stationery, lithographed envelopes, and letter-headings, printed blotters and envelope fillers, catalogues and circulars, reproduced in many manners, the honest advertising man confesses that he has had enough, and that to try any longer to keep track of the spread of printing and printing ink, would give him a headache.

Bulletin Writing for Papers Here To Stay

War Has Brought This Into Common Practice Even in the Smaller Centres—The Small Sectional Board Seems to Give Best Satisfaction —Chart That May Help in Putting Good Work on Bulletin Board

The bulletin board has come to stay. Previous to the war it had its place in the daily life of the larger papers. The war has brought it into the sphere of the small daily, and even the weekly papers, and considerable enterprise is shown in the keeping up of this service, day after day, Sundays included.

The writing of a bulletin board service is not an easy matter. At least if it is the chances are that it will not be up to much. There is nothing that furnishes an index of the character of the organization more thoroughly and pointedly than the get-up of the bulletin board service that is maintained on the outside of the building.

There are bulletin boards in use right now that look like the first letter a four-year old gets off to Santa Claus when a red sleigh camps largely on his mental horizon. They are put together in a hurry. They are done by people who have never had experience with a brush or ink pencil. They are a combination of italics, roman, bold face and a horrible example of what the proof readers term "w.f."

On the other hand there are offices getting good results from their bulletin board work. The war has been on for nearly four years now, and a person who has done this every day for that time is almost bound to be fairly proficient in the work by this time.

The small section boards are meeting with more favor now than the old style of the large board. It is found much easier to change these, or to bulletin events as they come in, as it requires only the removal of the one part at the time. Beaver board makes a good background as it is an easy matter to put the tacks in this to hold the paper in place. Cut your paper a little longer than the width of the board, allowing about two inches on each end to turn under for pinning. Use the ordinary thumb tack for holding on the paper. Always rule your sheets, as this helps to keep your work straight and uniform.

Practice Chart—

On this page are two charts designed by R. T. W. Edwards, recognized as one of the best show card men in Toronto. They require very little explanation. PRINTER AND PUBLISHER selected them because it is quite plain that the letters can be used for a number of styles without in any way altering the basic strokes and lines that are used in their formation. Watch carefully the extent to which the down strokes and up strokes are used, and note how easy the formation of certain letters becomes with a little direct application of these ideas.

Make your bulletin board a worth-while affair. You will be proud of it, and you will soon gain speed in writing a uniform, legible style.

It has also been found that, apart from being a medium for keeping the public informed of the big news of the day in advance of the hour of publication, that the bulletin board can be turned into a good medium for advertising for the paper itself.

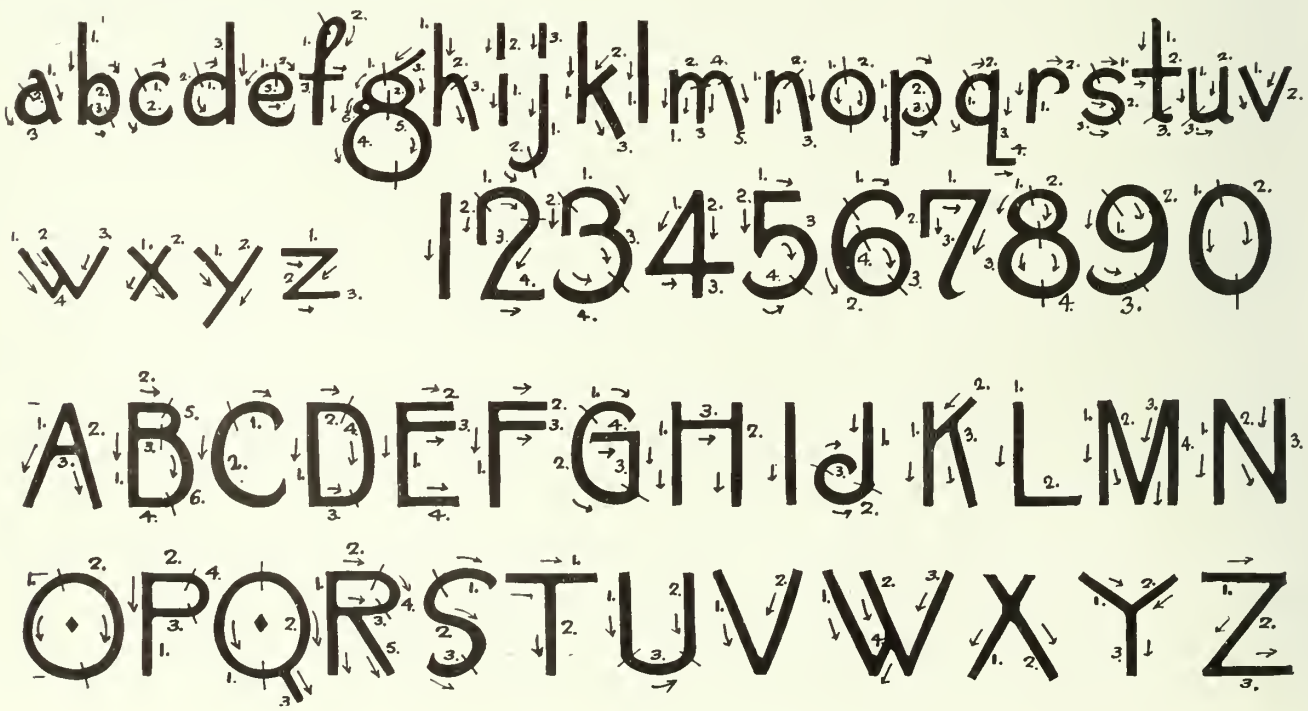
For instance, if you have a good story that is going to appear in your edition, use the bulletin board an hour or so in advance to tell the public what you have. It may arouse a little curiosity, and when the papers come on the street it may help in making street sales that would otherwise be secured by a competitor.

Above all, keep the bulletin board fresh and up to the minute. Never let the public read yesterday's news on to-day's bulletin board. Once that is started or permitted, it does not take the reading public long to come to the stage where they will say "I have read that before." And when it comes to that pass, look out, something is likely to drop. It is much better to run a short, concise bulletin service giving the real events of the day, or better still, of the hour, than to turn out an printed very visibly all over it.

A very significant statement made recently by a prominent bank president in the United States reads as follows:

"When we see a man cutting down on his advertising, we cut down on his credit."

A word to the wise is sufficient.



Frank Carrel Grew Up With "The Telegraph"

At the Age of 19 He Came into Control of the Paper—Has Always Been a Staunch Supporter of the Industries of His Own City—Now in Legislative Council of Quebec

FRANK CARREL, president of the Quebec *Daily Telegraph*, who was recently elevated to the legislative council of Quebec province, found himself in control of the *Telegraph* at the age of nineteen years, through the death of his father, James Carrel, who started the paper as a one cent daily newspaper in 1874.

Born in 1870 he entered the employ of the *Telegraph* when but fourteen years old, having attended Quebec High School, the Brothers' Academy and Stanstead College. At the time of his taking hold of the reins he was one of the youngest newspaper proprietors in Canada.

From the time he took hold of the *Telegraph* this paper has had a meteoric rise in size, influence and circulation, until to-day, when it may be classed among Canada's leading publications. Mr. Carrel's phenomenal success in the journalistic field was not alone due to his wise and judicious editorial policy, but also to his indomitable energy and optimism, which carried him through many years of adversity with a dogged determination to win out against all odds.

This fact is well demonstrated to-day in the handsome home of the *Telegraph*, a building that not only ornaments the architecture of the old capital, but is considered to be one of the best planned printing establishments on this continent.

The whole structure was novel in the fact that it was erected under the Fabre system of reinforced concrete. At the time of construction (1907) its concrete floor panels were believed to be the largest known in the construction of office buildings, and the effect of their carrying strength was doubted by many building experts, who have since changed their minds upon visiting the establishment and viewing the tons of machinery in full operation with little or no vibration.

This monument of newspaper enterprise perhaps better depicts the true character of the subject of this sketch than words can tell. The new home of the *Telegraph* was solidly built from the cellar to the concrete roof and handsome dome, and contains one of the most modern newspaper, job and bookbinding plants in the Dominion.

Nothing else would satisfy the thorough nature of its proprietor. He believes in the maxim of doing all things well or not at all.

Another excellent trait in the make-up of Mr. Carrel is to be seen in his instructions to his architect to erect the building with Quebec contractors and labor, so that all credit for its success would redound to his native city. This patriotic wish was carried out even in regard to all the material, which was purchased through local firms.

THE WINTER CARNIVAL FIGHT

The character of Mr. Carrel was probably never seen to better advantage than in his first newspaper campaign for a winter carnival in the historic city in 1894.

Opposed by all the transportation companies and almost the entire population of Quebec, he never gave up. It has been said by him that there were only two citizens or business men in the city, of the hundreds whom he interviewed, that gave him any encouragement. All the rest were pessimistic of its being a success, so many attempts having proved failures.

FRANK CARREL

The stronger the opposition, which included all the other papers, the more optimistic became Mr. Carrel, and day in and day out the *Telegraph* teemed with columns of enthusiastic matter until the citizens were carried along in the torrent and there was a most successful week of winter sports, which many consider the turning point in Quebec's sleepy way of doing things.

From that year the city put on a new gait under the mayoralty of George N. Parent, and has progressed to its present state. Almost all the modern buildings in Quebec date from that year.

It was the awakening of a new birth for the city of Champlain and its citizens can recognize in Mr. Carrel the living spirit that prompted its accomplishment.

Through his entire career he has never failed to build up and place his native city in the front rank of Canadian municipalities. To him is due much of the credit for civic reforms and modern administration in the local government, particularly in the health department so essential to the lives of the inhabitants. Always ready to boost any new enterprise or industry, he has shown himself to be devoted to the city of his birth, which on every occasion he has shown so much love in defending against the assaults of its enemies.

Perhaps few men in the province have had such an opportunity for learning the characteristics of its citzens more than Mr. Carrel. As a close student of nature, a born newspaper man—which implies an instinct not generally credited to the average person—he has cultivated an inborn love for the French-Canadian race.

Treating all questions with a fair spirit of journalistic etiquette, he has been able to make his newspaper one of the liveliest and most reliable in Canada, which reputation has given it its immense circulation throughout the Empire.

Though the *Telegraph* has had two disastrous fires, on one occasion burning down to the ground in mid-winter, it has never missed an issue, a rather enviable performance for a daily newspaper.

The plant occupies over 25,000 square feet of floor space and the machinery is run by thirty individual motors. A gas auxiliary plant has been installed for emergency use. Three editions daily are delivered in automobile cars to every newspaper dealer in the city and district.

The *Telegraph* owns one of the most modern private garages in the city, and employs over 125 people.

Mr. Carrel, in addition to his journalistic activities, is a great traveler, having been in almost every country in Europe and having toured the world. He has written several books describing his travels.—*Fourth Estate.*

PAPER STARTED IT

The St. Catharines *Standard* says that so far as it knows the first public appeal for home furlough for the men of the First Contingent was made in a letter to that paper on June 27th, 1917, from Mrs. Richard English, of St. Catharines, in which she said:

"I would like to see a few influential people get together and try and get the boys who went away with the First Contingent a good holiday, so that they could come back to Canada and see their loved ones again."

Mayor Burgoyne, publisher of the *Standard*, took the matter up at the Win-the-War Convention, where it received support. It looked impossible at the time, but it is now taking place.

THE TRADE PAPERS

Weston Wrigley, business manager of *Construction*, was the speaker at a recent session of the Toronto Ad. Club's series of advertising lectures in Central Y.M.C.A. Mr. Wrigley outlined the change in the methods of merchandising and marketing from the time when the country merchant came to town once or twice a year and bought a six months' supply of merchandise, until to-day, when instead of the merchant coming to the market, the market goes to the merchant. This is accomplished though the medium of the commercial traveler, supplemented by the trade journals.

"As a result of these changing conditions and of the increasing competition between country merchants and the mail order houses, business firms have come more and more to realize the need of specialized publications, such as the trade and technical journals," said Mr. Wrigley. No other form of advertising, he said, came into direct conflict with the trade papers, as they supplemented the national advertising that only could be obtained by persistent advertising in the daily newspapers.

THE PUBLISHER IN RUSSIA IS UNDER THE CENSOR'S THUMB

NEWSPAPER publishers in Russia have troubles of their own, according to Mr. H. G. Pickard, Russian trade expert for the Massey-Harris Co., who is in Toronto after spending some ten years abroad, seven of which he was in Russia. When Mr. Pickard left Moscow about two months ago, the papers there were selling at 12½ cents a copy, while before the war the usual selling price of the same sheet was about 1½ cents.

"It's a hard matter for a Canadian to grasp just what it means to publish a newspaper in any of the Russian centres," declared Mr. Pickard, "because the censorship is so severe that it is almost impossible for them to publish anything like a fair report of the things that are actually taking place either in Russia or any of the other corners of the world.

THE CENSOR SUPREME

"Before the war broke out the publisher had to submit his papers to the censor before it was printed. To depart from this rule meant that the issue would be lost, and the paper might be suppressed for some days, depending on the temper of the censor and the enormity of the offence committed. The censor was always on the lookout for speeches made that had any bearing on the work of the government or any of its officials.

A TIME OF FREEDOM

"After the first revolution came about Kerensky did away with the censorship on the press. This was regarded as a right and a proper method at the time, but owing to the people not having been used to the privileges of a free press they at once began to abuse the thing in a most remarkable manner. Letters began to pour in to the press, just as they do in this country around election times, or when some other matter of great interest is being discussed, and every person who wrote a letter to the Russian papers seemed to think that he was called upon to throw a larger brick than the man who had written the previous letter. Finally the thing became so violent that the police simply stepped in and put a stop to this new right.

UNDER THE BOLSHEVIK

"Then came the Bolshevik revolution," continued Mr. Pickard. "They were the very people who had suffered under the old censorship rule of the Czar's Government, and it was supposed that they would be the very first to see to it that there was freedom of the press. But they re-established a censorship, and it is even more severe than anything the country has ever known before. War news, for instance, under the old censorship, was rather a vague affair, and I must admit that when the first revolution broke out the papers in Russia began publishing much fairer accounts of the progress of the campaign than they had ever done before. For instance, it was only after the first revolution that we ever began to read in the Russian papers that there was such a thing as a reverse for the troops of the Russian nation or for any of the countries allied with them."

SMALL CIRCULATION

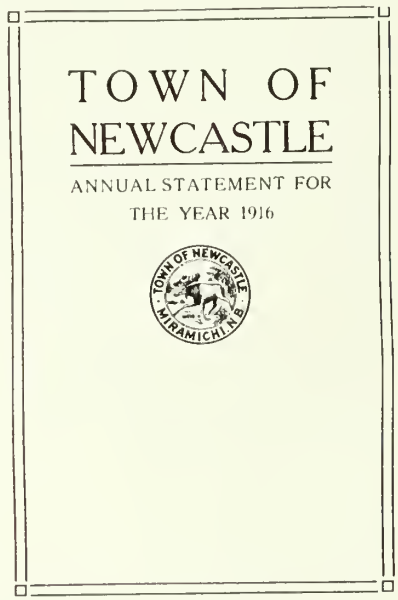
"Are the papers freely circulated in Russia, and do they play a large life in the national life of the people?" asked the representative of PRINTER AND PUBLISHER.

"Oh, no," replied Mr. Pickard, "they are not nearly as widely circulated as they are in this country, nor do they have the same force in forming public opinion. There is no elective system such as we have here, so there are not the same grounds on which to appeal to the people. The largest paper that we used to get was the *Rusky Slovo*, of Moscow. I don't know what its circulation would be. As a general thing it would come out in six-page form. Most of their news matter will be gathered by correspondence, and in that way it is generally quite old when the people get it, but they have not heard it before, so on that account I suppose it is still new. The wires are not generally used, only between the principal cities.

NO BULLETIN SERVICE

"You never see the people outside a newspaper office reading the bulletin boards," continued Mr. Picard, "because the Russian newspaper office does not run a bulletin service. The papers are published every day in the week except on Monday. The reason for that is that Sunday is a regular fete day in Russia and it is impossible to get the men to come to work then to get a paper ready for Monday. The same holds true in regard to any or all of their religious holidays. If one of these days happens to come on a Saturday, then the people have three days in a row with no papers coming out.

"But for all this the people are anxious to read and to know of what is going on. In the cities the circulation is fairly general, though, of course, it is not developed to the extent that it is on this continent. In the rural sections and in the villages the people are keen to know the news. I have often seen in a village one man with a paper reading to a group of sometimes as high as forty people. Of course, the newspaper business, like everything else in Russia just now, hardly knows where it is. The press is under the thumb of the Bolshevik faction, and they can't do much until they get out from under that pressure."



Title page executed by R. A. N. Jarvis, Newcastle, N.B. Effective by reason of its simple treatment of both type and rule.

HIGH COST OF PUBLISHING

IT HAS, of course, been known to the journalistic trade for many years that one cent a copy did not pay even for the mechanical expenses of getting out a metropolitan newspaper; that is to say, the white paper and presswork alone cost more than one cent. The advertising income supplied the necessary fund for salaries, wages, articles, and the vast sums spent for telegraphic news. Profits, if any, came from whatever was left. Not very long ago Mr. Ochs, the brilliant proprietor and publisher of the New York *Times*, stated in his own columns that the *Times* had to take in and expend over seventy-five thousand dollars a week, or nearly four million dollars a year, for the expenses of conducting the paper before one penny could go to the stockholders in the form of dividends.

The rapidly mounting price of white paper, of printing, of wages to compositors and pressmen, and of the expense of collecting news from all parts of the world under war conditions, have made it impossible for the daily newspapers to continue to sell their copies for one cent. The discrepancy between circulation receipts and editorial and publishing income had become too great to be borne. This had led to the general agreement by which all the papers, including Mr. Villard's exclusive *Evening Post*, and Mr. Hearst's heterogeneous and inclusive *Evening Journal*, are to be sold hereafter at two cents each. About a year ago, under these same general conditions, the *Outlook* found it necessary to raise its price thirty-three and a third per cent. How severe the stress of war is on the general periodical and newspaper world is indicated by the fact that the New York dailies have increased their price one hundred per cent.

Undoubtedly the people will become accustomed to paying twice as much for their daily newspaper, just as they have become accustomed to paying twice as much for their daily quart of milk. At least this is probably true as regards the better class of newspapers. — The New York *Outlook*.

WHEN THE "S" FELL OUT

"We are thorry to thay," explained the editor of the Skedunk *Weekly News*, "that our compothing-room wath entered lath night by thome unknown theoundrel, who thtole every 'eth' in the ethtablithment, and thucceeded in making hith ethcape undetected.

"The motive of the mithcreant doubtleth wath revenge for thome thuppothed inthult.

"It thall never be thaid that the petty thpite of any thmall-thouled villain hath dithabled the *Newth*, and if thith meet the eye of the detethtable rathcal, we beg to athure him that he underethtimated the rethourceth of a firth-clath newthpaper when he thinkth he can cripple it hopelethly by breaking into the alphabet. We take occathion to thay to him furthermore that before next Thurthday we thall have three timeth ath many etheth ath he thtole.

"We have reathon to thuthpect that we know the cowardly thkunk who committed thith act of vandalithum, and if he ith ever theen prowling about thith ethtablithment again, by day or by night, nothing will give uth more thatithfaction than to thoot hith hide full of holeth."— *Tit-Bits*.

Pointed & Pointless

By SIX-POINT BILL.

PROPAGANDA! Some newspaper writer will use the first four letters with a period. The word will grow into common usage. The period will disappear. "Ad" for advertisement is a case of point disappearance.

"Prop" will have its old meaning, but there will he something sinister about it. The Germans seem to be the moderns that put the "prop" in propaganda. And at that we must admit that that they are 100 per cent. "propers."

* * *

Propaganda starts something. The "prop" is needed. Boiler plate and patent insides are prop-ed properly. Daily newspapers are prop-ed. Magazines are prop-ed. Spell-binders are prop-ed before the spelling begins. And the dear public soon finds it's the real prop for the propagandists. This all may lead to such a paragraph as this beneath the mast-head· "Licensed by the Post-Master General."

* * *

Uncle Sam pulls his chin whiskers slowly and leisurely-like through his left hand, all the while, with one eye shut, mentally boring the inside of the propagandist. The American people are not throwing up hands and hats and shooting fire-crackers and such things for the props. who desire to prop up Government advertising. When Sam's old boys were younger they exchanged basswood hams and wooden nutmegs for certain North American bank bills. And perhaps Sam thinks it not good business and a breach of good old Yankee manners to "talk about" one's close-by neighbors. Sam may ask the Sunny South to grow castor-beans for oil and flax for linen for the use of the flying machines; and the west to grow "cawn" and wheat because Mr. Hoover suggests and because these efforts will be for the benefit of humanity. But that's as far as he will go in proping the propagandists.

* * *

The Minister of Justice submitted a Government measure to the Ottawa House the other day. The title of the bill means something, of course, after one has read the preamble, the side notes and the sections giving meaning to words. But to reduce it to the picturesque it takes the prop out from under the propagandist. After he has picked himself up from the dusty pavement he finds Jack Canuck demanding truth in advertising. The onus is put on the advertiser. The newspaper and the advertising agency are free from penalty if anything but the truth creep into the printed advertisement. This is timely. A long-suffering public has decorated offices and dens and wood-sheds with exquisitely printed mining and oil stock certificates, bordered around with sylvan scenes of sky-view park lots where polly-wogs and skeeters delight to make summer homes. Most respectable newspapers had relegated "quack" copy to the waste basket. But the newspaper was at the mercy of the propagandist when it came to mud-puddles and barren rock. The laws are now on the statute books. Will some ad club take hold and help the Crown Attorney? High Court Judges may be relied on to give full meaning to the laws that penalize advertising fraud in this country.

Choosing an employee is the latest thing that forces yawns from the fellow who swings around in an arm-chair all day and takes his pay-cheque when the ghost walks. I read a story on this very thing the other day. I suppose the writer got a hundred or so for it, judging the class of the publication that printed it. This recalls a painful scene I once witnessed. The applicant for the vacant job to me appeared as one who would make good. And at that he did in another establishment. Mighty good too. The official to whom he applied in the first mentioned establishment prided himself upon being a judge of humans. He had read all the dope that the firm could buy or borrow. After the applicant had departed from the presence of this dope-fed physiogonomist the information was volunteered to yours truly that the applicant had a weak chin, didn't hold his hat in his left hand, and so on. Let me briefly describe this official—this judge of men. His face was as up-and-down and expressionless as the plain white brick walls of some country school houses; his chin as flat as a pancake, and the only relief, as in the case of the country school house, was the mouth as expressive as the front and only door of the place of learning above set forth. Time proved the official a misfit—a big misfit. Fortune for a time smiled upon him. The man whom he turned down is one of the very best executives in the printing business—the other fellow, slinging hash.

* * *

"You may be smart, sharp, shrewd, cunning, long-headed; you may be a good scholar, very clever, very brilliant; but are you sound? That is the question everybody who has any dealings with you will ask. Are you substantial, solid? Have you a level head?" This paragraph, within quotations, came to my attention the other day. It is the kind of dope officials such as I mentioned in the previous paragraph "feed" on. Many establishments in this country are one-man concerns. They may announce vice-president, general managers and all that. But these, outside of giving vent to spoken words, are as powerful as "rubber stamps." The "old man" would throw a couple of fits if they should take the liberty to do anything without his previous consent. The "old man" monopolizes all the "level-head" end of it and the subordinates are lucky to be entrusted with the purchase of a few dollars' worth of postage stamps for fear they would lose the discounts.

* * *

March 31 all clocks and watches at 1 a.m. were moved forward to 2 a.m. by all train despatchers by order of W. G. McAdoo, dirccotor-general of railroads for the United States. In Canada the people do not appear to be a unit for the daylight saving bill, introduced by Hon. George F. Foster, Minister of Trade and Commerce. The farmer is afraid that the city fellow will get the best of it when he translates himself from the city's dust and smoke and din to the farm at $25 per month, board and kerosene included. I've known farmers to practise that same thing they now kick about. When the head of the farm household would arise at 3 a.m. and Bill, the hired man, was snoring away to beat the band, the head of the farm would holler loudly: "Bill, get up; consarn ye, don't ye hear the clock striking five." If Bill had any doubts as to the farmer's veracity the old weight-wound clock would settle it thusly, "one-two-three-four-five." The farmer had turned on the clock a couple of hours to camouflage Bill. Now it's Bill's turn, the farmer objects, and talks learnedly about the dew and the grass and the crops and other things. Funny old world this. When the farmer controlled the clock he thought it good business if Bill was soused with the dew. It saved Bill the time and trouble of taking a bath at night in the deep hole in the creek where the sheep were washed—and losing that much sleep. Now that we are to have it, the short-handed printer will be permitted to get in an extra hour or two in the evening on voter's lists and other bits of important job printing. It's time that the printer had his rights—the farmer can chase himself.

PRINTING COMES THIRD

A controversy as to the place the printing industry occupies in United States is attracting considerable attention in American circles just now. Charles Francis, Printing Crafts Building, N.Y., takes issue with the census department, which places printing about sixth in the industrial list. Basing his claims several ways, he puts up figures to back up his argument. Regarding the number of persons employed he claims:

1. Lumber and Timber	699,000
2. Foundry and Machine-Shop	670,000
3. Printing, Paper and Publishing	515,000
4. Cotton Goods	404,000
5. Steam Cars and Railway Repair Shops	362,000
6. Steel Works	274,000
7. Men's Clothing	258,000

Printing Ranks Second

If the leading manufacturing industries be grouped by the wages and salaries paid to the workers, the showing for the Printing Industry is still better:

1. Foundry and Machine Shops	$506,000,000
2. Printing, Paper and Publishing	399,000,000
3. Lumher and Timber	377,000,000
4. Steam Cars and Railway Repair Shops	259,000,000
5. Steel Works and Rolling Mills	226,000,000
6. Automobiles	139,000,000
7. Men's Clothing	138,000,000

Mr. Francis concludes:

If I may risk a prophecy in conclusion, printing will be rated as the first industry in the 1930 census, and the Census Bureau will then divide printing under the following titles:

Advertising.
Publishing.
Newspaper Printing.
Periodical and Magazine Printing.
Book and Job Printing.
Allied Tradcs.

At the present time periodical, magazine, book and job printing, lumped together, have outstripped newspaper printing, which used to be far in the lead.

Mr. Upton Replies to Mr. Kimbark's Letter

Claims That His Hour Charges Are Fair and Arrived at in Proper and Reasonable Manner—Operates Three Cylinders in Montreal at Cost of Two in Toronto

Montreal, April 6th, 1918.
Editor, PRINTER AND PUBLISHER,
Toronto, Ont.

Dear Sir,—I have perused Mr. Kimbark's further contribution in your March number on the subject of printing prices and cannot refrain from drawing attention to a few of that gentleman's many inconsistencies.

It goes without saying that nothing would please me more than to find that Mr. Kimbark's conclusions regarding this company's capital equipment were correct. To take for gospel what he says in this connection, however, one would have to be endowed with the brand of faith referred to by the Sunday school boy who, on being asked for a definition, said "faith is the faculty of believing something that one knows ain't true."

Mr. Kimbark must have a hazy conception indeed of the proper ratio of capital to output when he sees nothing wrong with a capital of $50,000 in combination with an annual output of $80,000. If this condition applies in his own business it is not surprising that he wants to sell his productive labor at a price which, to those working under normal conditions, seems excessive. Personally I could not feel easy unless my capital were being turned over three or four times a year at least.

Mr. Kimbark finds that my net profits since I have been in business are only $7,467 and, by the use of fictitious figures reaches the conclusion that my hour cost is $2.02, in view of which I do not earn ordinary interest much less dividends. He further points out that it is unfair to take as a basis for calculation a month in which the turnover presumably was abnormal. If, as he contends, I am selling my productive time at 52c an hour less than cost how can I make any profit at all? His line of argument in this connection recalls the story of the huckster who, on being asked how he could afford to sell, for 25c a dozen, eggs that cost him 26c, replied that his interrogator evidently was not taking into consideration the large quantity sold. Surely it is common sense to conclude that if I am selling my product below cost the bigger my output is the more I lose? It is a fact that cannot be gainsaid that the only money put into the business is the $12,000 provided by the shareholders. If, within the short period of five and one-half years (Mr. Kimbark makes it four and one-half years) the results of operation have been such that an investment of $12,000 has developed into one of $50,000 the percentage of profit is not 2.71 per annum as Mr. Kimbark suggests but 77 per cent., a result which would hardly warrant my going before the public with a plea for increased prices.

In dealing with my ratio of expense to one dollar of sales Mr. Kimbark says he cannot see how this can be "of any value to the printing trade in general as this must of necessity vary, according to the class of work done, where done, and how done." This being the case what was his idea in starting out to establish a flat rate for all printers?

In the belief that Mr. Kimbark was in good faith when his last article was written, I, on the 22nd ult., addressed to that gentleman the following letter:—

F. M. Kimbark, Esq.,
Business Systems, Limited,
Toronto, Ont.

Dear Sir:—In your article appearing in the March issue of PRINTER AND PUBLISHER you indulge in comments that are obviously unwarranted and unfair. As I cannot believe you would do this with malice aforethought I deem it advisable, before dictating a formal reply for publication, to take the matter up with you personally.

You begin by intimating that when I say that the capital invested in this company was $12,000 but fail to state that this has been supplemented by a surplus of $7,467 and a reserve of $4,907, making a total of $24,374, I am misleading my readers. Reference to my article shows that what I said was this:

> "The total capital invested in the company $12,000, the net gain for August is equivalent to 126 per cent. per annum, which should satisfy any reasonable stockholder. In this connection it is only fair to mention that were it not for the fact that the capital subscribed has been augmented to the extent of $13,000 by undistributed profits it would not be possible to finance the volume of business we are now doing, but, even if this is taken into consideration, the results for August would still show a net profit of 50 per cent. on a working capital of $25,000."

If the facts can be given more clearly I fail to see how. If my words are at all ambiguous to you and to printers generally I fear it would be useless for me to try to use language that would be understood.

You next proceed to resuscitate the unfounded assertion made by an anonymous correspondent in the January number to the effect that I had acquired for $12,000 a plant worth $25,000. Having already made it clear that the plant in question was inventoried by the liquidator, from whom I acquired it, at $4,347.09, while its actual value was $3,728.30 I am at a loss to understand why you should conclude that an outsider who cannot possibly know as much about my affairs as I do myself must, nevertheless, be right and I wrong, or why you should follow his example by drawing upon imagination, and, by so doing, place me in possession (on paper only unfortunately) of a plant worth $36,000, notwithstanding the fact that its actual value at the time of writing was $17,021 and forthwith proceed to make calculations based upon this fictitious valuation. For your information I might state that the $17,021 is the replacement value of my plant, in the appraisal of which, at the close of each fiscal year, fluctuations in values are taken into account, allowance for actual depreciation being made through a plant depreciation account.

It seems a pity that you did not see fit to avail yourself of the invitation extended in my reply to your letter of January 15th last, to call upon me for any information desired, which I assured you would be "gladly and promptly furnished." Had you done so you could not have reached the conclusion that the shareholders of this company have never received anything in the way of dividends. As a matter of fact, 10 per cent. per annum has been paid them on their holdings since the inception of the company. The same remark applies to the insinuation that I do not draw a salary commensurate with my ability and the volume of business transacted. In this connection I may say that, while I have gone a great deal further in the matter of furnishing details of operations than you or any other contributor seem disposed to go, I do not feel that I am under any obligation to disclose my private affairs, in view of which you will have to draw your own conclusions from the fact that my personal and household expenses exceed $5,000 a year and that this is more than covered by my revenue from the company.

In arriving at the conclusion that I have not fully provided for plant depreciation you are not content with drawing upon imagination as to values but take for granted that everything I now possess in the way of plant was installed when the company was formed six years ago (the period between January, 1912, and July, 1917, is five and one-half years, not four and one-half years as you suggest). As a matter of fact the company started out with a plant worth $3,728.30 and it was only as the exigencies of the business rendered it necessary that additions were made, a process which, by July, 1917, gave me a plant worth $17,021 and which to-day stands at $17,727. Surely you do not pretend that a machine put in new in 1917 has depreciated to the same extent as a machine in use since 1912? You apply the same process of reasoning to the company's earning power when you take the output for August, 1917, as a basis for the entire period, thereby ignoring the fact that the turnover of a concern entering a new field, without experience or connection, and with a plant worth only $3,728.30, could not possibly be as great as it would be after five and one-half years' effort, aided by an quipment three and one-half times larger!

With regard to your statement that the operation in Toronto of two cylinder presses calls for three men at a cost of $1.20 per hour I have only to say that I operate three cylinder presses with the same number of men and this with the knowledge and sanction of the Pressmen's Union. If your arrangement with the Toronto Pressmen's Union is such as to saddle you with a higher average wage for one-third less output surely that is no reason why I should provide in my cost estimates for a condition which does not obtain in my own factory?

Regarding the statement that you get 2,500 feeds per hour from a hand fed ruling machine, it would be interesting to know how you reconcile this with the table in your original article according to which the output of your cylinder presses range from 500 to 1,025 impres-

sions per hour. The discrepancy is particularly glaring in view of the fact that while the press is fed with a single movement the ruling machine calls for two. Are we to understand that in your experience two distinct movements can be made by a feeder in less time than one? If so it is certainly unique. And, speaking of ruling, how can you afford to sell for $1.60 per hour the product of a ruling machine if an ordinary cylinder press is worth $2.50? I have to pay a ruler $22.00 per week and furnish him with a feeder at $10.00, making a total weekly wage of $32.00 in the one case as against $17.00 in the other, yet you say that while I must charge $2.50 per hour for a press "go broke'," $1.60 is ample for the ruling machine, the operation of which costs me $15 a week more. Logic such as this is not calculated to impress non-users with the merits of the Standard Cost System.

When you say you cannot understand why I do not use the Standard Cost System rather than my own you evidently are not aware that my experience in accounting and cost installation covers a period of forty years, and that during that time my services have been in demand, not in Canada alone, but practically in every city of any size in the Eastern and Middle States. In one establishment in Detroit, Mich., the accounts had become so hopelessly involved that I was sent for to unravel them. Within six months the system I installed (and which is in operation to this day) not only brought about the desired result, but effected a reduction of twenty-six in the clerical force. In view of my wide experience it would be very strange indeed if in arranging for the conduct of a business of my own I had to call in outside aid or that I should be in the least inclined to pin my faith to other peoples' theories and use suppositions in preference to actual figures.

Your conclusion that a man can continue to sell his product at a loss and never know it unless the Standard Cost System is used to me seems the height of absurdity since he could not balance his accounts periodically by any system of bookkeeping extant without ascertaining how he stood. Your conception of a banking account apparently is that it is a sort of eternal spring that meets indefinitely all demands made upon it and without replenishing.

Let me say in conclusion that before closing my books for the year 1917 I discharged every obligation, including December purchases, without exhausting my bank balance. Further, I provided for the usual 10 per cent. dividend to shareholders and added a substantial sum to my reserve. How could this be done if,as you conclude. I have all along, without knowing it, been selling for $1.50 what cost me $2.02 to produce?

Yours faithfully.
(Signed) HENRY UPTON.

Mr. Kimbark, under date April 4th, says he has been too busy to answer my letter but that he will do so "when opportunity presents." In the meantime I am at a loss to know what disposition to make of the additional $19,000 capital he has thrust upon me. The company's shareholders, not having contributed it, I cannot very well distribute the amount amongst them; I cannot add it to my plant inventory since every item already anpears therein at its full value, nor can I add it to either ordinary or plant depreciation reserve as by so doing I would upset Mr. Kimbark's calculations, in all of which he treats the item as affecting only one side of the account. In ordinary bookkeeping an increase in assets necessarily carries with it a corresponding increase in liabilities. I could easily satisfy my conscience that the shareholders in general have no nroprietary interest in this windfall of $19,000, and, if Mr. Kimbark will only show me how it can be converted into cash I will gladly rid myself of the incubus by "divvying" up with him on a fifty-fifty basis.

You intimate in your leading article that I have not made it clear that in my cost calculations provision has been made for every cost item. In making this statement you lose sight of the fact that inasmuch as my calculations are based on actual disbursements no item of expense could possibly be overlooked.

Your suggestion that employing printers keep constantly in view the full amount of their expenses exclusive of raw materials is an excellent one. Let me say in this connection that at the present time this company's expenses are approximately $2,000 a month and that our various machines can earn that amount at the rates we are now charging. And, in addition, there is the revenue from composing room and bindery as well as a substantial profit on all material used. If, under such conditions a printing business does not pay, the remedy, it seems to me, is not to soak the public as Mr. Kimbark suggests, but to change the management.

Yours faithfully.
HENRY UPTON.

NORMAN LAMBERT

Members of the Toronto *Globe* staff said farewell to Norman Lambert, city editor for some months past, and previously staff correspondent in Western Canada. Mr. Lambert has resigned to go to Winnipeg as associate editor of the *Grain Growers' Guide*.

Stewart Lyon, editor of the *Globe*, expressed the regret of the staff at losing so valued and popular a fellow-worker, but looked forward to a life of extended usefulness in Mr. Lambert's new field. A club bag was presented as a memento of the occasion. J. F. MacKay, business manager, and William Banks, news editor, supplemented Mr. Lyon's remarks.

PRESS GALLERY ELECTIONS

The annual meeting of the parliamentary press gallery at Ottawa was held and the following officers were elected for the ensuing year: President, Charles Bishop, Montreal *Star;* vice-president, William Wallis. *Mail and Empire*, Toronto; secretary, H. E. M. Chisholm, Manitoba *Free Press* (re-elected); executive, A. R. Ford, Toronto *News;* Clement Beauchamp, *La Patrie*, Montreal; J. K. Munro, Toronto *Telegram;* Ernest Bilodeau, *Le Devoir*, Montreal, and J. A. Brousseau, *L'Evenement*, Quebec.

OFFERED MILLION BY ENEMY

James Dahm, former president of Typographical Union No. 6, of New York, in an address before the Central Trades and Labor Union at St. Louis, said that prior to the entrance of the United States in the world war he was offered $500,000 by pro-German interests to disrupt war work in the United States, and that a friend of his had been offered a million dollars.

POWERFUL HENRY

From the Ashcroft, B.C., *Journal*:—Mr. J. A. Bates, editor and publisher of the Fraser Valley *Record*, has been running his plant with a Ford car since the storms of December put the electric power company out of business. He says: "Since the big 'silver thaw' until last week we have had a hard time to get along without the Western Canada juice, but the good old Ford helped out in a pinch, and I will say that it was lucky for me that I had one." All of which goes to prove that the Ford even controls the press.

MIGHTY IS THE PIG

From the Vegreville, Alta., *Observer*:—The *Observer* notes in a recent issue of the Vermilion *Standard* that our good brother, S. R. P. Cooper, editor of that paper, has just sold two lovely fat pigs to the Vermilion dealers for the awe-inspiring sum of ever eighty plunks—eighty simoleons. We forgot to mention that Cooper further announces that he still retains a handsome and highly prolific brood sow. This announcement carries with it a broad hint of a lively expectation of more good things to come; more pigs, as it were.

WANT REAL NEWS

Dissatisfied with the headlines of the Minot, N.D., *Daily News* that the Germans were breaking through the British lines, a large crowd recently painted the office yellow. The words "Kaiser" and "slacker" were painted on the door and windows.

The Minot *Independent* at midnight issued an extra saying the British were holding the Germans. Shortly afterwards the *News* issued a paper denying this. Great excitement followed, ending with painting the *News* office.

THE A.B.C. AUDIT

The Audit Bureau of Circulations announces the addition of the following new members and receipt of the applications noted below:

New members—Advertisers: Canadian Export Paper Company, Ltd., Montreal, Canada.

Newspapers: Bartlesville, Okla., *Morning Examiner;* Newark, N.J., *Evening News;* New York City, *The Call.*

Applicants — Newspapers: Akron, O., *Times;* Geneva, N.Y., *Daily News;* Hartford, Conn., *Courant.*

Class Trade and Technical Publications: *Daily Iron Trade and Metal Market Report; The Foundry; The Iron Trade Review; The Marine Review; Petroleum; Pit and Quarry; Power Boating; Power Farming Dealer.*

PRINTER'S DUAL ROLE

The story of a compositor's worries with Thomas Carlyle's manuscript recalls to a correspondent of a London paper the somewhat kindred experience that befell a typesetter in the office of a Dundee newspaper to whose columns George Gilfillan frequently contributed. Being a member of Gilfillan's congregation, this compositor was "favored" with a large amount of his minister's wretchedly written copy. One day, when the manuscript was even more undecipherable than usual, the man banged it down on his frame with the remark: "As a Christian I honor and admire Mr. Gilfillan, but as a compositor I'll never be happy till his body gets three claps of the spade."

Westerners Succeed in Organizing Paper Dealers of Dominion at Toronto Meeting

Acting Secretary Says Idea is Not to Enhance Prices—Officers Named and Other Resolutions Were Drawn For the Guidance of the Affairs of the New Organization

THE movement, which was commenced in Western Canada to organize the paper dealers of the Dominion, has been concluded, and the Canadian Paper Trades' Association is now an accomplished fact. Mr. A. C. Hunt, who was acting as organizing secretary for the new association, stated to PRINTER AND PUBLISHER that the new organization was not for the purpose of price boosting. The idea was that collectively they could do business more satisfactorily with the mills than they could as separate units.

The Toronto meeting was the outcome of a preliminary one where organization was effected. The meeting was a very representative one, members being present from British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec and the Maritimes. The following were in attendance at the opening meeting held in the council chamber of the Board of Trade:

J. F. Ellis, Barber-Ellis Co., Toronto; John Martin, John Martin Paper Co., Winnipeg; H. B. Donovan, Canada Paper Co., Montreal; Lorne D. Graham, Barber-Ellis Ltd., Vancouver; W. R. Davis, Barber-Ellis David, Ltd., Calgary; James Home, Beveridge Paper Co., Ltd., Montreal; William Reid, Beveridge Paper Co., Ltd., St. John, N.B.; Edw. S. Munroe, Wilson Munroe Co., Toronto; C. W. Graham, Buntin-Gillies & Co., Ltd., Hamilton; Allen Ellis, Barber-Ellis Co., Toronto; Geo. Wilson, Clark Bros. & Co., Winnipeg. H. H. Love, W. J. Gage & Co., Ltd., Toronto; N. A. Sinclair, Warwick Bros. & Rutter, Toronto; A. Reid, Copp, Clark Co., Toronto; Edward Bogue, McFarlane, Son & Hodgson, Ltd., Montreal; John B. Larkin, Federal Paper Co., Ltd., Montreal; V. Haney, Rolland Paper Co., Montreal; A. Whyte, W. V. Dawson, Ltd., Montreal; Chas. V. Syrett, Victoria Paper & Twine Co., Ltd., Toronto; J. P. Rolland, Rolland Paper Co., Ltd., Montreal; R. Findlay, United Paper Mills Ltd., Toronto; C. B. Martin, National Paper Goods Co., Ltd., Toronto; C. J. Kay, Columbia Paper Co., Ltd., Vancouver; Fred W. Halls, Fred W. Halls Paper Co., Ltd., Toronto; G. C. Winlow, Canada Paper Co., Toronto; Francis Wright, Smith, Davidson & Wright, Vancouver; Geo. H. Allen, John Martin Paper Co., Calgary; A. C. Hunt, John Martin Paper Co., Winnipeg.

Mr. John Martin, as chairman of the provisional organization, opened the meeting, and after urging the necessity of a Dominion wide organization of Canadian paper dealers, he moved that Mr. John F. Ellis be asked to act as chairman for the meeting, which resolution was unanimously carried, and A. C. Hunt of the John Martin Paper Co., Winnipeg, was appointed secretary of the meeting.

Mr. Ridgeway, secretary of the National Paper Trade Association, New York, was to have been present to address the gathering, but owing to the death of his daughter he was prevented from doing so.

After some discussion, a resolution to organize was offered and was unanimously adopted by a standing vote.

NAME AND BY-LAWS

The meeting then resolved into a committee of the whole and discussed constitution and by-laws.

The name of the association shall be the Canadian Paper Trade Association. The purpose of the association is to foster and promote the best interests of its members. Membership in the association shall be as follows:

1. Any organization of paper merchants in Canada composed of dealers or jobbers as defined in section 2, shall be eligible for membership.

2. A dealer or jobber is defined as follows:

A corporation, firm or individual carrying a general stock of various grades of regular stock sizes and weights of paper (either printing or wrapping paper or both) carboards, envelopes, etc., from which any quantity, large or small, can and will be sold, in fact, a general distributor for manufacturers.

It was decided to organize the constituent associations into five territorial divisions, the Maritime Provinces, Quebec, Ontario, the Prairie Provinces and British Columbia.

Initial membership fee was placed at $50 per annum.

ELECTION OF OFFICERS

The election of officers was then proceeded with and resulted as follows:

President, John F. Ellis, Barber-Ellis Co., Ltd., Toronto; first vice-president, John Martin, John Martin Paper Co., Ltd., Winnipeg; second vice-president, H. B. Donovan, Canada Paper Co., Ltd., Toronto; treasurer, E. S. Munroe, Wilson-Munroe Co., Ltd., Toronto; secretary to be a paid officer and to be appointed by the Executive Board.

A provisional committee on mill relations was appointed, as follows, with instructions to report at the afternoon session:

Messrs. P. Rolland, E. Bogue, John Martin, F. M. Ellis, C. W. Graham, C. V. Syrett.

Committee on Constitution and By-Laws.—Messrs. A. C. Hunt, A. Whyte, E. S. Munroe, and the permanent secretary.

Committee on Mill Relations.—Messrs. C. W. Graham, chairman; George Wilson, Ed. Bogue, F. M. Ellis, Fred Smith, E. A. Schofield, James Home, Charles Syrett.

Committee on Terms and Conditions of Sale and Credits.—Messrs. E. S. Munroe, chairman; Mr. Wright, Mr. McLeod, Mr. Parker, Mr. Davis, D. A. Clark, John McGregor.

Committee on Transportation.—Messrs. Howard Wilson, chairman; H. F. E. Kent, E. A. Schofield, C. J. Kay, Wallace Murphy, Charles Syrett, F. J. Campbell.

Manufacturing Committee.—Messrs. F. M. Ellis, N. Sinclair, Robert Elliot, A. Reid, C. B. Martin, John Gibb, E. Newell, A. White T. Albert Brown, Ed. Bogue.

President and vice-presidents are ex-officio members of these committees, and committees are empowered to add to their number.

RESOLUTIONS PASSED

Resolved, that the secretary of the Pulp and Paper Association be asked to provide the secretary of the Paper Trade Association with the names of those whom they consider as jobbers.

Resolved, that this association request the mills to assist inducing paper dealers to join this association, as well as the local sections of the association.

Resolved, that it will be in the best interests of the trade if the Canadian mills would adopt the standardization of bonds and ledgers on the substance basis, along the line now in practice in the United States.

Resolved, that this association desires to work in closer co-operation with the paper manufacturers to the end that the product and output of the Canadian mills shall be taken care of and that the market shall be protected as far as possible against importations.

Further resolved, that the paper manufacturers be requested to furnish the dealers with a list of their delivery points.

SECTION MEETINGS

On the afternoon of Thursday the members met in joint session with the coated section of the manufacturers at 2 p.m. The coated men were represented by Mr. Ramsay of Richie and Ramsay. Mr. I. H. Wedlon, Provincial Paper Mills Limited, and Mr. Todd of the National Coated Paper Co. The resolutions as above were presented to the mill men, and they asked that they be allowed to consider them and discuss them later with a committee from the paper dealers.

At 3 p.m. the session included the book and writing section, and this section was represented by Mr. Waldie, Toronto Paper Co.; Mr. Howard Smith, Howard Smith Paper Mills; Mr. Davidson, Howard Smith Paper Mills; Mr. Rolland of the Rolland Paper Co.; Mr. F. J. Campbell, of the Canada Paper Co.; Mr. Taylor, the E. B. Eddy Co.; Mr. Kent, the Kinleith Paper Co. and Mr. Daw, the secretary of the Canadian Pulp and Paper Association.

The resolution as prepared by the mill relations committee were submitted, and after a very frank discussion between the mill men and the dealers and at the request of the mill representatives, the majority of the resolutions were left for consideration of a committee from the mill men and the dealers.

Both associations were unanimously of the opinion that the meeting would be productive of very satisfactory results.

THE SOCIAL FEATURE

On Thursday evening the Toronto members of the association entertained the visiting members at dinner at the Board of Trade Club, which courtesy the visiting members greatly appreciated.

Mr. John J. Ellis, president presiding, after the toast to our King was honored

Sir John Willison gave an excellent and timely address, on the reconstruction period that will follow after the war; he complimented the newly formed organization in preparing to form plans to meet these conditions, and protect and develop the paper industry as far as it was possible.

Mr. Walsh of the Canadian Manufacturers' Association, gave an address on "Transportation," showing some of the difficulties our transportation corporations had to contend with.

Short addresses were also given by Mr.F. J. Campbell, president of the Pulp and Paper Manufacturers' Association. Mr. Severance, president of the Empire State Paper Trade Association, and Mr. Waldie, of the book and writing paper section of the manufacturers.

ECONOMY IN ELECTROTYPES

MANY printers overlook an important point in efficient management by not using more electrotypes than they do, says Henry M. Basford in the *Ben Franklin Monthly*. Most printers are keen enough to order electrotypes for the purpose of doubling up forms, so as to print several at each press impression, but the use of plates to save the wear on type is frequently not considered.

Any script type or face with delicate lines is almost invariably ruined if used on a run of envelopes, particularly if the form prints over the fold of the stock. And any hard finished stock gives hard wear to delicate type. This smashed type is commonly either put back in the cases, to be a constant source of annoyance when used on other work, or is thrown away—a loss in either case. This loss would not be so bad if it was only the actual cost of the type destroyed or discarded, but the entire font may be lost to use if it is a small one. Electrotypes are indicated on all jobs like these as an efficient means of conserving the entity and value of the plant. Electros for envelope corner cards are inexpensive because small and if the run is for several thousand, it is best to provide in advance against possible damages to the plate in printing by ordering two electros.

It is also good judgment to print most long runs from electros instead of from the type, as type seems to wear down quicker when used on these long runs than it does when used constantly on a variety of short runs.

The prospect of a re-order is another case where electros should be ordered. It is an expensive proposition to keep forms of type standing, whether locked up in chases or tied up and stored for possible future use. These standing forms or pages take up valuable room; it takes time to tie them up carefully and they deprive the plant of the use of the type kept standing, which is often of prime importance. And here again comes in the point that not only the actual standing type is involved but entire fonts may be removed from use on account of there being so many short characters.

On long runs where there is also a prospect of re-order, the cost of the electros may sometimes be divided, so that the customer pays half of the cost in the price of the job and the shop pays the other half as a speculation in behalf of a re-order. If the re-order comes in, the customer then pays the second half, and if a second re-order appears,the plant makes an additional profit through having the electros on hand, not considering the saving in composition on both re-orders.

Bargain Printing Will Not Sell Goods

So Declares a Printer's Customer—When a Sleeping Man Woke Up—Now He Uses Good Paper and Good Printing—He Sells More as a Consequence

Reproduced from *Gage Readings*

I ONCE believed that bargains were a common thing—that to hunt cheap goods, buy cheap goods and use cheap goods was profitable.

But with experience came understanding.

After a while I discovered that a real bargain was a rarity. I also learned that these sure-enough bargains were offered through ignorance.

I found out that the so-called bargains in clothes were either out of style, shoddy or shop-worn. Bargain furniture came to pieces, warped out of shape, or was misrepresented. Bargain material was not standard, had no come-back, and did not make good. Bargain machines were continually getting out of order. Bargain printing would not sell my goods.

DISBELIEVING HONEST MEN

I had always laughed at the talk of the paper manufacturers, that different grades of papers made different grades of impressions, that some paper emanated exclusiveness, richness, dignity and that other paper aroused distrust, suspicion, disparagement.

I took no stock in the claims of high-priced printers — that attractive typography and clear presswork were factors in creating sales by mail.

—but I woke up!

A friend of mine who used 24-lb. bond paper of snow white, so good that it crackled like a bank-note, claimed that he found it a better business-getter than a less expensive paper — and he said he figured dollar for dollar, too.

He also said that he went to the highest-priced printer in town, so that he should get printing good enough to match the rich paper.

Yet with all his extravagance, he was pulling down more business than he could handle, and getting a good price for it. While I, with my bargain printing, was using up my energy hunting for business, and was compelled to sell my product at a low price.

AN EXPERIMENT WITH SURPRISE IN IT

He told me that I was not getting the business that I should because my solicitation was cheap looking.

Just to prove to him that he was wrong, that he could not judge my business by his, I had a small lot of rich-looking stationery printed modestly in two colors as he suggested—by the highest-priced printer I knew.

I sent the advertising out, expecting that it would not show enough increase in returns to take care of the increased cost of printing.

You can imagine my surprise and pleasure when I received as much business from this small lot as I usually received from three times the amount in cheaper printing.

And the class of trade was a better class, too.

I tried it again on a larger list. The result was just as good.

That settled it!

Thereafter I went to that so-called high-priced printer for all my printing. I knew that it would show poor judgment to again take a chance on cheap printing.

VALUE AND PRICE SWING EVEN

I have decided that we get just what we pay for in this world—no more, no less. If we buy a five-hundred-dollar automobile, we get a five-hundred-dollar automobile. If we pay one thousand dollars for a machine, we get a thousand-dollar machine.

If the price of a thing is more than it is worth, competition will lower it. If the price of a thing is less than it is worth, business survival will raise it.

The law of supply and demand sets fixed prices, and while here and there a man ignorant of the value of a thing he possesses will dispose of it at a bargain price, it can be safely said that no one can do business on that basis.

If you have not had my experience in trying to buy cheaply, then it is because you are willing to pay full price for what you get.

OWEN SOUND TIMES

THE Owen Sound *Times* was established in 1853 by Richard Carney, first mayor of Owen Sound, and was managed and edited by his son-in-law, P. G. Laurie, who became a pioneer newspaper man at Battleford. It has been in succession owned by Edward Todd from 1857 to 1860 (Mr. Todd is now a resident of Bradentown, Florida); Rev. William Wye Smith from 1860 to 1864; David Creighton, ex-M.P.P., and now assistant receiver-general at Toronto; and the late John Rutherford, father of the present owner, James H. Rutherford, as Rutherford & Creighton until 1867. In 1867 the partnership was dissolved, Mr. Rutherford taking the job department and Mr. Creighton the newspaper.

In 1867 on the establishment of the *Empire* and the appointment of Mr. Creighton as editor-in-chief. the *Times* was leased for a few months by the late George Howell, who had been his manager. In October of 1888 the present proprietor leased the plant and took over the business, conducting it in this way until 1895, when he purchased it.

The *Times* was the first to introduce the standard measure, the Rogers typesetting machine, the monoline and linotype machines, two-revolution press and other modern equipment. During the boom days of shipbuilding a daily edition was issued.

Amongst the prominent newspaper men and printers who have graduated from the *Times* are, John S. Crate, of the Ottawa *Journal;* the late James A. Tucker, of the *Saturday Night;* and from the job department, Fred Boardman, superintendent of the government printing bureau, Ottawa. Others have and are holding prominent positions in the mechanical departments of some of the largest plants in Canada and the United States. The *Times* is printed twice a week, Tuesday and Friday.

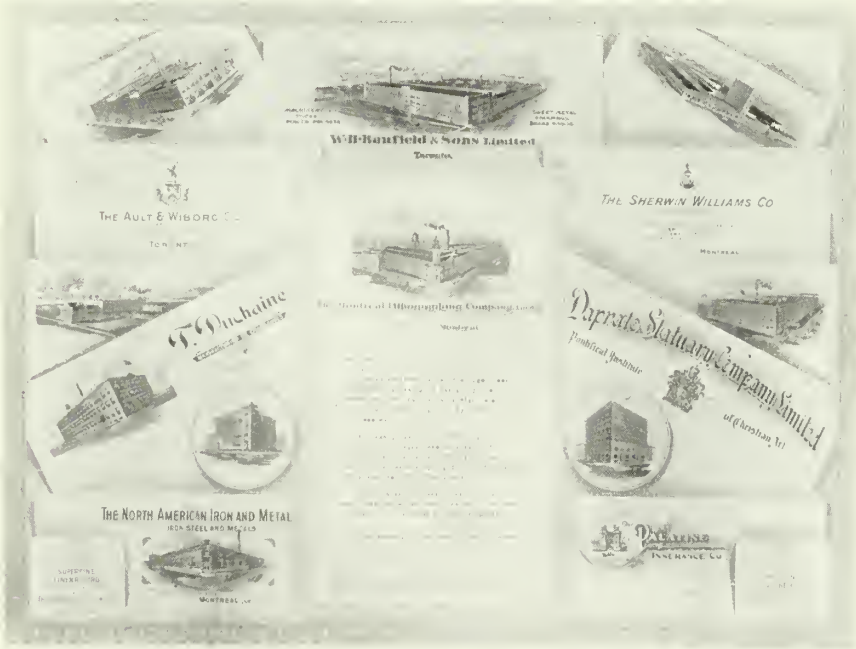
The Printer's Standard Salesmanship Course

Salesmanship the Blossom on the Bush—The Course in Outline—The Cost of the Standard Course

THERE are fundamental laws that govern the sale of merchandise. These laws are basic and apply as much to the sale of printing as to any other commodity. The Standard Salesmanship Course is prepared in recognition of this fact by the committee on education of the United Typothetæ of America.

Never in the history of the printing industry has the subject of selling been of greater interest, nor the ability to sell of greater value than it is at this time. Selling printing to-day means more than selling printed product. It means placing the kind and type of printing in the hands of buyers which will move their products.

Selling, or salesmanship, of this variety requires creative ability and a thorough knowledge of what printing has done and can do towards effecting an increase in the volume of distribution of manufactured commodities of all kinds. For men who will prepare themselves by concentrated study, learn how it is possible to render buyers of printing quality and this type of service, there is an increasing demand.



Reproduction on small scale of specimen of work done by the Montreal Lithographing Co., Ltd.

A COURSE PREPARED

The United Typothetæ of America recently commissioned its committee on education to prepare a course covering this all-important subject, and now through its executive officers it announces that the National organization has officially approved of and adopted the Standard Salesmanship Course.

This course is based upon practical lines. It avoids professional moralizing so common with present-day instruction, and gets down to "brass tacks." It is the result of a broad study of the needs of the industry, and is representative of the best ideas and most practical judgment to be found in the printing industry.

The course explains the principles governing successful salesmanship:

Defines salesmanship as a vocation;

Distinguishes between the selling of general printing and specialized printing;

Shows how to create new business;

How to hold and increase business from regular customers;

Explains what creative salesmanship is and how to apply it;

Describes the "tools" required by every successful salesman;

Shows how to analyze territory;

Instills an imagination in the salesman that results in new business;

Distinguishes between selling at a price and selling at a profit;

Differentiates between securing a customer and selling an individual job;

Helps the salesman in his relationship with his house;

Reduces the cost of selling printing.

This course consists of twenty lessons.

ENROLMENT

The Standard Salesmanship Course is planned for individuals and also for the use of local organizations.

The price of the course subject to direction of authorized Board, a copy of the Standard Price List, examination and certificate is:

To local Typothetæ groups—
Five or more copies....$12.50 each.
Less than five copies... 15.00 each.

The student will be required to pass an examination on each lesson and a general examination upon completion of the course.

To those who successfully pass the examination the United Typothetæ of America, through its committee on education, will issue a certificate. One year thereafter the committee will issue an official certificate of competency to those who, through actual employment as a printing salesman, have proven their efficiency.

Each of the lessons is printed in pamphlet form and suitable binders for the course are supplied.

A copy of the Standard Price List, issued by the United Typothetæ of America, is given to each student taking the course.

Owing to the fact that the committee can handle only a limited number of students in this course during the coming season, individuals and local typothetæ or groups, are urged to make early application.

COST OF THE COURSE

To those unable to take the prescribed course, the lessons may be procured in book form, as follows:

To members of the United Typothetæ of America, including copy of Standard Price List .....$ 5.00 each.
To non-members ..... 10.00 each.
For examination of papers and issuance of certificate as applied to the course in book form... 10.00 add'l.

Address your inquiry regarding this course to your local secretary or to the National Office of the United Typothetæ of America. 608 S. Dearborn St., Chicago.

LYDIATT'S BOOK—1918 EDITION

The fifth annual issue of What's What in Canadian Advertising — familiarly known as Lydiatt's Book—has been published. Each issue has been an improvement on former ones—in arrangement, conciseness, material and presentation of material.

The publisher's designation of his book is "a conveniently classified compilation of facts and statistics relating to Canada, its people, its markets, its manufacturers, its advertising mediums, as a comprehensive guide to merchandising and advertising in Canada," and this is a very true and moderate statement.

Some interesting special features of the 1918 issue are: Canada's Biggest Circulations; Leading U.S. Newspapers (circulations and rates); Distribution Circulation by Provinces—Mediums of National Circulation, Foreign Representatives of Canadian Publications; Canadian Advertising Agents and the advertisers for whom they place advertising; Advertising Agents in the United States and England, with list of accounts placed in Canadian publications; Type Technics—a chapter on typography; Brands of Cover Papers and where they can be obtained; The Cost of Printing; Window Display; Preparing Copy to Suit the Medium: Best Books on Advertising: The Association of Canadian Advertisers; Standard for the Guidance of Publishers in Connection with Objectionable Advertising; Racial Map of Canada; Number of Retail Stores in Canada—classified as to kind and provincial distribution; Commercial Law and Regulations; and much else. Both for the space-buyer and the space-seller Lydiatt's Book is invaluable. Being of hip-pocket size it can be—and is—carried about constantly.

Lydiatt's Book is the only publication of its kind in the world which is published absolutely independent of any agency or publication; the publisher is W. A. Lydiatt 53 Yonge St., Toronto, and the price $2.

Era of One Cent Paper Declared to Be Gone

New York Papers Advance to the Two-Cent Rate—Only Boston Remains—New York *Evening Mail* Discusses Issue Involved—The Public Must Pay Producing Costs—Plea for an Untrammeled Press

THE selling price of all the New York daily papers went to two cents on January 26th. New York has been the last of the large cities in the United States, with the exception of Boston, to increase the price of newspapers. There are no one-cent newspapers now in any of the large cities of that country except Boston.

The New York *Evening Mail* has the following to say on the two-cent newspaper:

"The newspaper you have been buying for one cent cost between three and four cents to produce.

"The publisher has received six-tenths of a cent, from the newsdealer. This means that the reader has been paying less than one-fourth of the cost of producing the paper. Except for deficits made up by stockholders the advertiser has supported the publishing business.

"In a publication that costs four cents to produce the expense represented by the portion devoted to advertising is about one cent, yet the advertiser has been called upon to pay three cents.

THE PUBLIC MUST PAY

"Newspapers and periodicals are the form in which public opinion is created. The issues and policies of city, state and national government are all the product of this public opinion, which must have a clear, untrammeled medium. This medium cannot exist unless the people themselves pay for it directly.

"We are in a period when great social changes are imminent. These changes will touch vested interests, some of which are advertisers on a large scale. A press dependent for 75 per cent. of its income on advertising is not wholesome.

"When you buy a weekly for a nickel that costs twelve cents to produce, or a magazine for ten or fifteen cents that costs thirty or forty cents to produce, that publication is depending not on the readers, but on someone else.

"When you buy a newspaper for one cent that costs from three to four cents to produce, that newspaper has to depend not on the reader, but on other sources, for support. The publication, by reason of depending on other support, is not your publication, and cannot be conducted primarily in your interest.

PROGRESS THROUGH STRUGGLE

"The new, the liberal publications that have blossomed in America have had a difficult struggle. New ideas of social organization have been hampered in their expression. It has been impossible almost to build up new vehicles of thought.

"It is the same with papers of the labor movement. It is the common story that they go under because they cannot compete with the advertising supported publication. And because they are new and different they cannot get advertising. The inertia of business is too great to permit it to move or to keep peace with developing thought.

"So far as economic equality of opportunity is concerned, America to-day is the Old Country of Social Organization and Europe has become the New Land. Great changes are needed here to assure a more equitable distribution of the boundless wealth of our country and to assure to every child a fair start in life.

PLEA FOR AN UNTRAMMELED PRESS

"To bring about these changes a free, an untrammeled, press is an absolute necessity.

"Newspapers as they are to-day cannot live and prosper and serve the public if they sell at one cent.

"White paper costs $3.25 per 100 pounds. One thousand sheets weigh 32 pounds. Each sheet represents two newspaper pages. That means that nineteen pages of white paper cost one cent. The average cost of the white paper used in the *Evening Mail* last year was over 8-10 of a cent per copy. The cost of carrying the papers from the printing presses to the news stands, with the overhead charge of the circulating department, was more than 4-10 of a cent per copy, or a total for white paper, and distribution from the presses to the stands or post office, of 1 2-10 cents per copy.

"For this the publisher has received 6-10 of a cent. The reader paid less than half the cost of white paper and cartage. Hundreds of highly skilled employees, linotype operators, stereotypers, artists, pressmen, had to be paid from other sources. A great corps of reporters, foreign corespondents traveling at great expense, copy readers, editorial writers, special writers—the intelligence—all had to be paid for from other sources.

"Such a condition could not continue.

THE FIELD OF THE MODERN NEWSPAPER

"The newspaper is too great a part of the world's machinery to be held in such trammels.

'There is nothing in the world so cheap as the newspaper.

"The whole world is the field of the modern newspaper. It has its correspondents in every country, in every capital, in every news centre of politics, of finance, of industry, of commerce. Its reporters travel every street, every hour, for news for the world's information and enlightenment. Everything about a newspaper is organized for the saving of minutes, for the saving of even seconds, all for the service of the public.

"Reserves of labor, vast investments in machinery, are held in wait to be thrown in a moment into the work of rushing the news out, printing papers at a speed that amazes.

"By 'L,' by subway, by fleet auto carriers, the newspapers speed over the whole area of Greater New York bringing to you, to your doorstep practically, the news of the world sometimes within thirty minutes or an hour of its happening.

"Six times a day each of the evening papers of New York performs this service of laying before all New York the news of all the world, the news of the city, the news of the town, the news of village, the news of nations near and distant. Never in all history was there such a vehicle for information, for education, as the newspaper. The public but dimly knows its worth, its power for good.

"Shall this wonderful instrument of human progress and enlightenment be built up, broadened strengthened and preserved?

"Shall it be used in your interest?

"No man, not even the public, can get something for nothing. To profit by the teaching of the modern newspaper, the public must support the modern newspaper.

"The two-cent price is a victory for all those who believe in a free, untrammeled press."

HISTORY OF SERIALS

IT IS said that the Old Lady of Shoe Lane, as the now defunct *Standard* was nicknamed, was the first English newspaper to print a serial story, although to-day the papers which do not are to be counted on the fingers of one hand. The distinction of being the first weekly to do so belongs to the Sunday *Times*. The story was "Old St. Paul's," by Harrison Ainsworth, and the author of that stirring story got a thousand pounds for the serial rights.

A well known editor, now dead, tells a good story of when Trollope came to him to arrange for the appearance serially of "Doctor Thorn." The editor offered the author two thousand pounds, but the latter wanted three. To this the editor objected, and the novelist offered to toss for the other thousand. The editor objected, and the matter was settled amicably. "But I felt unsettled," goes on the editor. "I felt mean. I had refused a challenge. To relieve my mind I said: 'Now that it is settled, come over to my club, where we can have a quiet room to ourselves, and I will toss you for that thousand with pleasure.' But Trollope wouldn't."

"Uncle Tom's Cabin" was written as it ran, and the authoress intended to bring it to an end in twelve instalments. It ran to forty-three. For the serial rights Mrs. Stowe got $300, and thought she had done well. On the book she made $20,000 in six months on a 10 per cent. royalty.

The first title in *All the Year Round*, in the very first number, dated April 30, 1859, is a "Tale of Two Cities," and the opening words are, "It was the best of times, it was the worst of times." It ran for half a year, and was one of the most successful serials ever written.

Advertising is based on integrity—the greatest thing in business.

Efficiency is buying from a Jew and selling to a Scotchman at a profit.

In our advertising let's have less of the blatant, less of the bally-hoo.

Buying is a job for the pessimist; selling for the optimist.

Is there any outsider taking business away from you local merchants who is not an advertiser? Department stores spend from 3 to 5 per cent. and mail order houses from 7 to 10 per cent. on advertising.

Printer & Publisher

Published on the First Wednesday of Each Month

WM. POWELL - - - - - - Business Manager
A. R. KENNEDY - - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

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JOHN BAYNE MACLEAN - - - - - President
H. T. HUNTER - - - - - - Vice-President
H. V. TYRRELL - - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

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Don't Tinker With Your Rate Cards

A SERIES of well prepared advertisements is now running in a number of papers for the Chicago *Daily News*. The drift of the one to which particular reference is made here is that "The Rate Card of the Chicago *Daily News* Means Exactly What It Says."

Can the Canadian publisher substitute the name of his own paper for that of the Chicago *Daily News* and assure himself that he is living right up to the claim that he is making?

If he can do so he is in a fortunate position and one that will put his business on a foundation that will work well for him in the future.

If he cannot it is an admission of a certain amount of double dealing, bargaining and uncertainty that will keep the publisher in hot water all the time.

If your rate card means anything, live up to it.

If your rate card does not mean anything, throw it away. Be honest and tell the general advertising public that you sell your space for what you can get out of it. If a man is willing to pay you, salt him hard. If he is neither willing nor anxious to pay the rate, he gets off easy.

Getting a start with an established rate, after doing business on the thumb nail plan in the community, is not exactly an easy matter.

You will probably lose some of the old business you have been carrying on the old plan. That is to be expected.

But to get back to the advertising matter of the Chicago *News*, there is one paragraph in it that sums up the whole situation regarding the manner in which it appeals to the business world. It is this:

"Whatever he asked I agreed to pay, knowing absolutely that what he charged me he charged everybody else."

That is the strongest appeal that can be made to the buyer of advertising space. If he pauses to think for a few minutes he will know that he is not the only man to whom "special rates" are quoted. If he keeps on thinking it may occur to him that there may be other rates even more "special" than those handed out to him.

The whole process is absolutely opposed to fair and honest dealings.

Make your rate card say exactly what you mean and then take care not to make a liar out of your rate card.

Patriotism And Sound Business

NOTICES have appeared in several of the papers in various parts of the Dominion calling attention to the fact that readers in connection with patriotic entertainments, etc., will be charged for in future. These notices have been making their appearance regularly for some months, and they are not restricted to any particular district east or west, so it is safe to assume that the free reader problem is as common as the delinquent subscriber.

The papers are on the right track in this business. They should persist. They will not be considered less patriotic because they want to put their giving to these good objects on a strictly business basis.

The publishers in the smaller places are the ones that have to meet this situation the most frequently. They are well acquainted with all the people in the community, and they are easy of approach. The old argument is put across again and again, "We are not making anything out of this. We're all giving our time for nothing and the funds that we will realize are for a worthy object." Canadian publishers know all the details of this line of argument without it being repeated in detail here.

There are times when it is a hard line of argument to meet, but a little consideration will show that the publisher is being approached differently to any other line of work.

It is interesting to read the financial statements of the various organizations carrying on this kind of work. They set forth in detail the money received and the money paid out. They show amounts paid to stores for yarn, for material for making comforts, for drug supplies, for stationery, in fact almost everything that can be imagined. All these other lines are doing business with the patriotic enterprises on a business basis. Why not the papers?

When the time comes for the taking of subscriptions for these purpoess, does the publisher get credit because he has given freely of his white space? He does not.

His best method, and the fairest one in every way, is to charge his rate for these announcements, collect it and keep it. When the time comes for making appeals for contributions to Red Cross, Patriotic and other funds, he can be approached on a square basis, the same as any other man in the community, and his full responsibility can be put right up to him, and if he's a man he'll face it.

It is satisfactory to note that this method is being more and more brought into general practice. It is, as a matter of fact, the only way in which a publisher can do business.

Respect your own business, and it will not be long before others in the community will do likewise.

The Hamilton *Spectator* has a phrase that aptly expresses the treatment accorded the public on the street cars of the cities. Simply this, "The Public Be Jammed."

* * *

Brantford has awarded the contract for collecting its civic garbage. And the contractor is starting a piggery. These two lines may run together like steak and onions, but all the same reading about it doesn't put much of an edge on the appetite.

* * *

Some men win decorations at the battle front. Here's one chap who receives no decoration, but he should. His report from the front is addressed to the Dep. Minister of Inland Revenue, and starts: "I have the honor to hand you a report upon 123 samples of sausages. . . ."

* * *

Pigs are shoving the top off the price can again and have gone up to $20 and $21 with their boots on. It's only a matter of time until the editors will have to lift these porker prices out of the ordinary market prices and run them as "Pig Personals."

* * *

The Winnipeg *Telegram* announces that in connection with the development of its "movie" features it has secured the services of Jules L. Steel. The *Telegram* makes the claim that Mr. Steele "is the only moving picture editor in captivity in Western Canada."

Tell The People The Whole Truth

MEN in positions of authority in the Allied nations are speaking in plain terms about the war. They are telling more about the struggle now than they ever did before. They are spending far less time and energy in trying to belittle the ravages of the German submarine. They do not hesitate to use the words "serious," "grave," and they use them minus the smoke barrage of qualifications that used to be applied to them in such confusing quantities.

Editors of Canadian papers in many cases have been urging this manner of dealing with the war for many months. In fact it is quite right to state that it is now a matter of years since some of the best thinkers in the Dominion saw the mistake that was being made in trying to speak anything but the cold truth and the bald facts when dealing with the prosecution of the war.

Their contention was that a victory should be called a victory, and a defeat should be labelled as simply that and nothing else. The public have for a long time been confused in trying to tell the difference between a strategic withdrawal and a defeat.

Efforts to try and get the people of Canada to realize seriously that a great and terrible war was on and that the fate of the future of the Dominion was being settled on the battlefields of Europe have been largely discounted because the ugly side of the struggle and the disagreeable features were not being plainly told to them.

When a man is expected to get out and lift a thousand pounds the best way to prepare him for the task is to let him know that he has a half-ton ahead of him. It is no use telling him that the thing is easy and that a five-hundred-pound effort will be probably all he has to exert.

If he goes into the weight-lifting contest with that expectation he is going to find that he has a surprise and a defeat in store for him unless he is a very exceptional person, and an exceptional person is not a safe mark for the average man to steer by.

If the people of the Dominion are going to throw off their war-weariness and play their part to the limit, they will do it when they are put right up against the absolute facts in connection with the struggle in which they are engaged.

The rigidity of the cenorship should decrease, rather than increase.

The Dominion Railway Commission has heard and granted an application to allow oleomargarine to be carried in the same type of cans as butter. poultry, eggs, etc. It's a wonder we don't hear of a bit of brick heaving when one of these oleo specials gets stalled when passing through a strictly dairy section.

* * *

Guelph City Council is strong on thrift. Always was. They've put the dog license at $3 and $5 for the year, with a tax of $15 for the man who wants to keep a house full of them. But all this change in price makes little difference. A $3 pup can dig just as big a hole in the geranium bed as the $5 brand when it comes to planting a soup bone.

* * *

The Winnipeg Motor Trades Association does not wait for outside help in getting its objections to the fore in connection with the embargo on the importing of automobiles from United States. It is using full pages of newspapers to advertise its objections. Included is a marked-off space for a telegram of protest to Ottawa. The Western dealers have solved the way of talking to thousands at once.

* * *

Charles Hopkins Clark, editor of the Hartford *Courant*, has views of his own regarding the amount of free copy for the press sent out from Washington. His opinion is short and to the point. Here it is:

> "'We have received from the Government a pamphlet entitled 'Five Ways to Save Fuel.' We can name a sixth: 'Burn the documents that the Government keeps sending to your office.'"

The Week-End War Stories

OTTAWA papers claim that that city is the greatest Sunday war rumor centre on the Canadian map. Recently when the great German offensive was at its height the rumor mongers in the capital had a great field day of it. Some one had apparently heard some one else say that he had heard some one else tell about hearing a friend of his remark that his neighbor had heard that a wire had been received there bearing bad news and that it was being suppressed.

Is there a city or town in Canada that has not had this experience? It invariably happens at the week-end. Why? Simply because the public have not the newspapers on that day to keep them straight. Since the war started the public has come to rely on the press more than ever before for the things it wants to know.

Readers may indulge in a bit of sarcasm at times about wild stories in the press, but they would do well to sit back a moment and think about the wild stories that stalk through the country on the one day in the week when the papers do not appear.

As a matter of fact the wildest stories that ever find their way into print are tame, limping and flat when compared with the roaring beasts in the way of week-end war rumors that cavort in the community when the press stories are absent for a day.

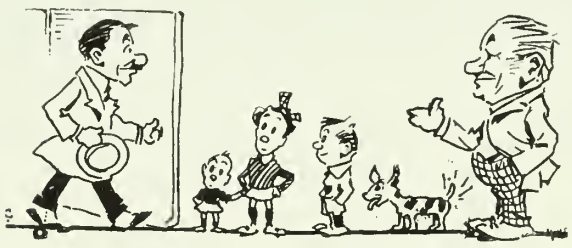
The Little Things Count The Most

OLD JONES, he didn't have no cash to sprinkle on the turf, in fact he didn't own a thing on all this dreary earth—his son was just a wholesome chap, with little surplus cash, he grew to husky manhood on prunes and crust and hash.

His daughter likewise never dressed in hunks of silken cloth, nor did she ever get a chance to cut a sizzlin' swath.

And Jones had never made a pile or grabbed a sheaf of stocks, in fact he spent most of his time most mighty near the rocks—he didn't have no wallet fat nor yet a purse what's stout, nor would he leave a big estate to legalize about.

He moved not in the topmost heap, he was of humble mind, of quiet and simple point of view, his manner clean and kind.



mind, of quiet and simple point of view, his manner clean and there; he helped to turn dark into light, and wallop out dull care. And in his kindly way he'd take old trouble by the skin and boot him from the premises and whack him on the chin.

He paid his way right straight along, he didn't owe a cent—his way ran on in pleasant paths, he camped with sweet content.

His was a happy little home, it lived within the law, a smile was wreathed about his face, it trickled o'er his jaw—his friends they found a welcome there, they liked to drop around, they never got an earful of a harsh or raspin' sound.

So it's little things that count the most, and don't miss that, me boy—they hatch a lot of wholesome fun and rear a peck of joy—they put the roller on your grief and chase away your fears, and sprout a pile of love and mirth instead of briny tears.—ARK.

ONE WAY OF HUSTLING THINGS ALONG WHEN FREIGHT TRAINS PROVE TOO SLOW

TO enable the printers in Washington and Baltimore to rapidly fill United States Government orders for printing and to maintain Miller service up to its high standard during these strenuous times of car shortages, embargoes, etc., the Miller Saw-Trimmer Company of Pittsburgh, Pa., have again resorted to the use of the motor truck to insure prompt delivery of their product, after refusal of the railroad or express companies to accept the shipment.

A motor truck was loaded on March 28th with equipment weighing 7,500 pounds, consigned as follows:

10 x 15 Miller Ideal Units: Louis M. Thayer, Washington, D.C.; Chas. H. Potter & Co., Washington, D.C.

10 x 15 Miller Feeders: Griffith Bros., Washington, D.C.; The Price Company, Baltimore, Md.; Goldstein Brothers, Baltimore, Md.

It was intended to include Miller Ideal Unit for Thos. P. Moore & Son, Washington, D.C., whose name appears on the sign on each side of the truck; however, at the last minute it was found impossible to carry a third Miller Ideal Unit and three Feeders were substituted for the firms indicated above.

The motor truck, with its valuable load of "profit" producing machines for the printer, left Pittsburgh at 1 p.m., Thursday, the twenty-eighth, following the Lincoln Highway over the Allegheny Mountains and arrived in Washington, D.C., at 1 p.m. Saturday, the thirtieth. The driver made the trip of 253 miles without an accident in forty-eight hours, which is about the length of time required by express companies to effect delivery of heavy shipments during normal business conditions. The forty miles from Washington to Baltimore was covered in less than four hours.

The customers are jubilant over receiving their requirements and are loud in their praise of Miller service.

Using Motor Truck to Advantage.

TOO MANY PAPERS

From the Bowmanville Statesman: Sorry to learn that *Oshawa Vindicator* has suspended publication. At least, it has not been published for a month or more now. About two years ago three local papers were published there. Now *The Reformer* lives alone. Note this difference: Bowmanville, with a population of 3,500, is served by four local papers; Oshawa, with over 8,000, has only one. Why this difference? That's the question. Who can answer it? Who can explain why Bowmanville supports four papers while Oshawa supports but one? There's a reason. What is it? Whitby has only one paper, Port Hope has three and Cobourg three. No town in Canada can support more than two papers. It is its advertisers who keep a paper going. No paper worth while is supported by its subscriptions only. Why do we say that two papers are all that any town requires? Because it is an absolute waste of money for a merchant, for instance, to advertise in two papers that go into the same homes.

ON WAR ADVERTISING

An educational address on "What You Should Know About War Advertising" was given at the Toronto Central Y. M. C. A. by Mr. W. E. Smallfield, proprietor of the Renfrew *Mereury*. The address was the third of a series given under the joint auspices of the Toronto Advertising Club and the Y.M.C.A. Mr. Smallfield dealt with the different advertising campaigns put on by the Government to assist in winning the war, and mentioned particularly the "production and thrift" campaign, the "eat more apples" campaign, and the Victory Loan campaign, which were the most important of all. At the outset he told what advertising was, and also described how the advertising agencies, newspaper men and Government officials mapped out their campaigns.

A SEAFORTH BOY

From the Huron *Expositor*, Seaforth: "The February number of PRINTER AND PUBLISHER contains an excellent cut of Mr. Hugh J. Logan, of Toronto, and also of his extensive snow rooms on Adelaide Street, in that city. Mr. Logan is an old Seaforth boy, being a son of the late John Logan, one of Seaforth's prominent pioneer merchants, and is one more of the home boys who have come to the front in the leading centres of Canada during the past few years. From a small beginning he has become one of the most prominent dealers in bookbinding and printing machinery in the province and is recognized as the leading expert on bookbinding machinery in Canada to-day, and he has many friends in Seaforth who will extend every wish for his continued success. He has one fault, however, which is pointed out in the article accompanying the sketch—he is a bachelor and should know better."

DEVASTATED HALIFAX

The first complete story of the great explosion on December 6 and the wonderful work of reconstruction appears in the reconstruction edition of the *Mail*, the evening edition of the Halifax *Herald*. It is one of the largest newspapers ever published in Eastern Canada and contains 56 pages 448 columns of descriptive matter and illustrations, including the names of the 1,515 known dead, the names of 2,500 injured who were inmates of the hospitals, the losses of members of the four churches in the devastated district, the damage sustained by the town of Dartmouth, the story of the search for lost children, the search for the dead and injured, etc.

The articles were especially written for this number by some of the most eminent men in the city.

The cover is a full-page illustration, expressive of the hopes and ambitions of the people of Halifax to make their new city not only more beautiful than the old, but to make it a better, bigger and still more prosperous Halifax.

LINOTYPE INSTALLATIONS

The following is a list of recent Linotype installations: Union Printing Company, Winnipeg, 1 Model 14; *Bulletin*, Collingwood, 1 Model 19; Walford and Coles, Edmonton, 1 Model 14; *Gazette*, Montreal, two Model 8's; *Telegram*, Lethbridge, 1 Model 14; *Public Press*, Winnipeg, 1 Model 19; Mono-Lino Typesetting Company, Toronto, 1 Model 18; Dudgeon & Thornton, Toronto, 1 Model 19; *News-Record*, Fergus, 1 Model 19; Union Publishing Company, St. John's, Nfld., 1 Model 14; MacLean Publishing Company, Toronto, 1 Model 14; Colonial Printing Company, Toronto, 1 Model 18; Salvation Army, Toronto, 1 Model 5; News Printing Company, Owen Sound, 1 Model 5; Department of Militia and Defence, Ottawa, 1 Model 14; *Enterprise*, Collingwood, 1 Model 19; Christian Brothers, Laprairie, 1 Model 16; *Star*, Goderich, 1 Model L; Columbia Press, Winnipeg, 1 Model 14; Western Canada Fire Underwriters' Association, Winnipeg, 1 Model 14; De Montford Press, Winnipeg, 1 Model 5; *Tribune*, Aylmer, 1 Model 5; *Banner*, Russell, 1 Model L; *Ukrainian Voice*, Winnipeg, 1 Model 14; *Citizen*, Port Colborne, 1 Model 5; *News*, North Battleford, 1 Model 14; *Conservator*, Fort Saskatchewan, 1 Model 5; *Recorder*, Reston, 1 Model 5; *L'Eclaireur*, Beauceville, 1 Model 14; *Patriot*, Charlottetown, 1 Model 19; *Times*, Wetaskiwin, 1 Model 5; *Review-Advertiser*, Claresholm, 1 Model L.

THE LONDON "TIMES"

THE following extract from an article by A. G. Gardiner, editor of the London *Daily News*, and which appeared in the *Atlantic Monthly*, sketches the influence of the London *Times* before the "Thunderer" was added to the list of Northcliffe organs.

The history of the *Times* had been a vital part of the history of the nation for more than century. The dynasty of the Walters had become in a very real sense a sort of fourth estate of the realm. No family could claim to have had a more powerful or a more dignified influence on the life of the nation than theirs had been. They had often exercised their power in an anti-social and narrow way, but they had preserved from generation to generation a tradition of dignity and responsibility that was of inestimable value.

"WALTER OF THE TIMES"

Their personal honor and disinterestedness were above challenge. Their incorruptibility was never questioned, and they maintained a certain austere air of detachment and superiority as of a caste set apart. They never came into the public eye, or disguised themselves under titles. It was enough to be "Walter of the *Times*." What peerage could gild such a name? They were not the suitors of kings or statesmen. They were the trustees of the nation; kings and statesmen must wait upon their word.

The earlier, more liberal, more generous spirit of the paper grew cold with time. Property and privilege usurped the sovereignty once exercised by nobler impulses, and John Bright's saying that he was "never quite sure he was right until the *Times* said he was wrong" truly registered the change. But its motives were above suspicion, its authority unequalled. It commanded the respect even of those most hostile to its policy, and throughout Europe it was accepted as the authentic vehicle of the national purpose.

As the forum of controversy it was inferior only to Parliament itself, for just as the main stream of advertising had canalized itself into the *Daily Telegraph*, so the great argument of affairs had been canalized through the columns of the *Times*. Its correspondence was unique in all the world. It was not possible to keep pace with the movement of modern thought without a careful study of the letters in the *Times*.

We may measure its strength by the catastrophe it survived 30 years ago. There has been no parallel in English journalism to the magnitude of the catastrophe. British politics were engulfed by one tyranny theme, the subject of home rule for Ireland. The *Times* had throughout been the untiring and most powerful foe of nationalism. It stood for unionism, with its corollaries of supremacy for Ulster and coercion for the rest of Ireland, with a passion and sincerity all the more formidable because of the intellectual capacity with which they were fortified.

THE LAUNCHING OF A THUNDERBOLT

When, with the enormous prestige of its name and reputation, it launched the thunderbolt of "Parnellism and Crime," it seemed as if the cause of home rule had vanished visibly into the abyss. Nothing could rehabilitate it after this exposure of the complicity of Mr. Parnell in the murder of Lord Frederick Cavendish and Mr. Burke, and the policy of agrarian crime generally. Denials were useless. Here were the very letters, written by Parnell's own hand and bearing the guarantee of the *Times* for their genuineness. And after all they were forgeries; and not merely forgeries, but clumsy forgeries. Brought to the test of the Parnell commission, the whole accusation collapsed like a house of cards. The flight of Pigott in the midst of the trial, and his suicide in Spain, left the *Times* humiliated and exposed as the tool of a vulgar forger whose criminality was so apparent under examination that it ought not to have deceived a school boy.

No other paper could have survived such a disaster. The *Times* did survive, but it reeled under the blow and as years went on gave visible signs of distress. It seemed like an old wooden hulk, laboring under canvas and battling with newly invented ironclads, but so made and powerfully timbered that it could not sink. It tried to modernize itself with enterprises like the publication of the Encyclopedia Britannica and the establishment of the *Times*' circulating library, but these devices were unavailing.

The process of dissolution was slow, but it seems inevitable, and the vogue of the *Daily Mail* hastened it. Its prestige was still immense. The great still made it the vehicle of their utterances and outwardly it seemed as imposing and enduring as ever; but in journalistic circles its fate was known to be in the balance. Would it simply founder or would it become a trophy of the young Alexander of journalism.

One day it was announced in a Sunday paper that it had been acquired by C. Arthur Pearson, who had been Alfred Harmsworth's (Northcliffe) industrious challenger for the field of popular journalism. The mystery of that announcement is still obscure, but whoever made it played Mr. Harmsworth's hand very skillfully.

It broke up Mr. Pearson's negotiations at the critical moment, and led the prize to fall a little later into the hands of Mr. Harmsworth—or as he had now become, after a brief interval as Sir Alfred Harmsworth, Lord Northcliffe. The fact was not announced with any flourish to trumpets. Lord Northcliffe was far too astute for that. He knew that the dramatic announcement of his association with the paper would be a shock to its prestige, and he needed to preserve that prestige intact for his future ambitions.

DEARER BRITISH NEWSPAPERS

WITH the beginning of 1918 several British newspapers raised their prices, this being in some instances the second increase since the war began.

The records of Charles Baker, editor of the *Newspaper World*, show that during the war 92 daily and 580 weekly newspapers have increased their prices, or have announced the intention of doing so, and the list, it is believed, is not complete.

Newspapers which have recently announced increases include:

DAILIES, FROM ½D. TO 1D.

Irish Independent, South Wales Echo, Evening Express, Cardiff, Mon., Evening Post, South Wales Argus, Cambria Daily Leader, S. Wales Daily Post.

WEEKLIES, FROM 1½D. TO 2D.

Bray and S. Dublin Herald, Chatham and Rochester News, Hebden Bridge and District News, Hebden Bridge Times, Ledbury Guardian, Ledbury Reporter, Salford Reporter, Sowerby Bridge Times, Todmorden Advertiser, Todmorden and District News, Wicklow News Letter, Worcestershire Chronicle.

WEEKLIES, FROM 1½D. TO 2D.

Batley News, Cleckheaton Guardian, Dewsbury Reporter, Dewsbury District News, Heckmondwicks News, Heckmondwicks Herald, Liversedge District News, Morley District News, Ossett Observer, Skyrock Courier, Wakefield Express, Berrowe's Worcester Journal, Derbyshire Advertiser, Derbyshire Courier, Derbyshire Times, Evesham Journal, Kidderminster Shuttle, Kidderminster Times, Lynn Advertiser, Lynn News, Surrey Mirror, Worcester Herald, Worcester Advertiser, Bucks Herald, Bury Times.

Newspaper proprietors in Berks and Bucks are expected to announce increases in the prices of several papers under their control.

HE KNEW HIS OWN WIFE

A CERTAIN Dutchman, owner of a small house, had effected an insurance on it of eight hundred dollars, although it had been built for much less. The house burnt down, and the company refused to pay more than its actual value—about six hundred dollars. "If you wish it," said the cashier of the insurance company, "we will build you a house larger and better than the one burned down, as we are positive it can be done for even less than six hundred dollars." To this proposition the Dutchman objected, and at last was compelled to take the six hundred dollars. Some weeks after he had received the money he was called upon by the same agent, who wanted him to take out a policy of life insurance on himself or on his wife. "Dat be tam!" exclaimed the Dutchman. "you 'surance fellows ish all tiefs! If I insure my vife, and my vife dies, and if I goes to de office to get my two tousand tollars, do I get all de money? No, not quite. You will say to me, 'She vasn't vorth two tousand tollars; she was vorth 'bout six hundred. If you don't like de six hundred tollars, ve vill give you a bigger and better vife!' "

If you can sell people ideas or goods, your success is assured, but if you haven't influenced somebody's mind today you haven't sold anything.

Some printers make profit with a pencil—some make it in their minds—yet a few others actually salt it down for future use and benefit.

Let your advertisements contain that day's news of your store. You cannot convert the newspaper into a reference book. If you don't want to change your ads, get into the city or telephone directory. That's the place for you.

BOOST

Boost your city, boost your friend;
Boost the lodge that you attend,
Boost the street on which you're dwelling,
Boost the goods that you are selling.
Boost the people round about you
They can get along without you.
But success will quicker find them
If they know that you're behind them.
Boost for every forward movement,
Boost for every new improvement,
Boost the man for whom you labor,
Boost the stranger and the neighbor.
Cease to be a chronic knocker,
Cease to be a progress blocker,
If you'd make your city better,
Boost it to the final letter.

Detroit *Free Press.*

NEWS ITEMS---MAINLY PERSONAL

ALBERTA

The *Standard* and the *Post*, of Drumheller, Alta., have ceased publication.

C. F. Race, of the Edmonton Printing Co., and H. H. Hull, of the Hull Printing Co., have each been elected members of the Edmonton Liberal Club.

Geo. P. Smith, of the Camrose *Canadian*, has been nicely installed as Provincial Secretary in the Alberta Government. He was re-elected by a large majority.

The Vegreville, Alta., *Observer* announces that it has increased its advertising rates. The claim is that the 1912 rates are away too low to work on now.

The Peace River *Record*, which has been running as a weekly paper, has sent out notice that on and after May 3, 1918, it will appear twice a week, on Tuesdays and Fridays. Charles W. Frederick is the managing editor.

T. W. Quayle, of Edmonton, formerly publisher of the Claresholm, Alta., *Review*, and former managing editor of the Lethbridge *Herald*, has gone to Ottawa, where he has entered upon his duties as private secretary to Hon. A. L. Sifton, Minister of Customs.

Matthew Esdale, head of the Esdale Press, and formerly of Ottawa, is an alderman of Edmonton for 1918, being one of the top notchers as to number of votes. W. H. Douglas, head of the Douglas Co., printers, headed the poll as trustee in the Alberta capital.

A handsome booklet has been issued by the Canadian Linotype Co., in connection with the removal to their new premises on Temperance Street, Toronto. It deals with the growth and development of the business in Canada. There are over 1,200 linotypes used in 440 composing rooms from the Atlantic to the Pacific.

F. W. Galbraith, editor and publisher of the Red Deer *Advocate*, was nominated on March 21 as a Unionist candidate to succeed Edward Michener, who has been appointed to the Senate. A straight Liberal candidate may be nominated to oppose Mr. Galbraith. Previous to going west Mr. Galbraith was editor of the Guelph *Mercury*, being connected with Mr. J. I. McIntosh, the present publisher, under the firm name, McIntosh and Galbraith.

SASKATCHEWAN

J. Haselhan, of Estevan, Sask., has joined the staff of the Kerrobert, Sask., *Citizen*.

The *Times* is the name of a new weekly just launched at Woodrow, Sask. O. H. Redman is editor and proprietor.

The *Gazette* is the name of a new weekly now being published at Verwood, Sask. Geo. H. Pearson is editor and proprietor.

J. A. Knight, publisher of the *Searchlight*, Plenty, Sask., has donned the khaki, and in the meantime, at least, the paper and business will be discontinued.

The Citizen, Kerrobert, Sask., has installed a new model 14 Linotype, and this paper will in future be entirely home print. The *Citizen* covers a rich agricultural community, and has made a real place for itself.

In Dodsland, Sask., a place something smaller than a metropolitan centre, the *Prairie Times*, the local paper, flashed the returns on election night on to a screen in the Town Hall by a moving picture machine. Enterprise, surely.

J. E. Cave, formerly of the Rosetown *Eagle*, who went to the front early in the war with the Strathcona Horse, is home on furlough and for discharge as a result of a severe wounding in the right arm. His parents reside at Beaverton, Ont.

The Morning *Leader*, of Regina, has issued a special edition, featuring the Rotary Club of Regina. The issue is replete with illustrations, and deals at length with the work of the Rotarians who operate on the principle that "He Profits Most Who Serves Best."

John D. Noonan, who has been in the employ of *The Leader*, Regina, for some twelve years, has just purchased the plant and business of the *Advocate*, La Fleche, Sask., and has already assumed the direction of the business. Mr. Noonan is a printer of many years' experience, and his long years of service and practical knowledge of the publishing business assure his success in his new undertaking. He has had every office in the gift of the Regina Typographical Union, and is without doubt the most popular printer in the city. Mr. Noonan was also a member of the public library board for two years and could have had other public offices if he had been willing to accept them.

MANITOBA

Wm. Young, formerly foreman in the Deloraine (Man.) *Times* office, has now severed his connection with that paper and is taking up his residence in Winnipeg.

George A. Roblin, for many years connected with the editorial staff of the Winnipeg *Telegram*, resigned on January 1 to go into business with his father. Robert C. Lipsett has taken his place.

Mr. L. J. Bennet, editor of the *Roland News* has sold out his interest in the paper to Mr. H. G. Franklin, after having helped to sway its destinies for 6 years. Mr. Franklin is a returned soldier and was associated with the *News* before getting into khaki, and we wish him every success in this more peaceful calling; to Mr. Bennet, who is modestly advertising for a place in the sun, we wish more success than has attended the efforts of K. W. who also claims a place there.

ONTARIO

Pte. Lance Affleck, formerly of the staff of the Lanark *Era*, has been awarded the military medal.

Angus McLean, who has been connected with the Alvinston *Free Press* for six years, has taken over the business from J. E. V Atkins.

Pte. Stanley Hunter, formerly of the composing room of the Kingston *Whig*, has had both his legs shattered by a shell while fighting in France.

W. R. Davies has finished ten years as editor and publisher of the Thamesville *Herald*, assuming charge there on April 1, 1908. He has brought his paper up to a high standard of editorial and business policy.

T. H. Bland, Canadian representative of the Linotype Co., and Mrs. Bland, have returned to Toronto after spending a month at Palm Beach and other points.

J. R. Lumby, of the Fort William *Times-Journal* editorial staff, who has been confined to his home through illness for the past few days, is reported to be improving.

The *Mining Review* is the name of a new paper published at Cobalt, the first number appearing on March 12. The new paper deals with mining news and developments exclusively.

The Arthur *Enterprise* and the Mount Forest *Representative* each connected up last week with Hydro power, installing motors in their offices and doing away with their old gasoline engines.

J. I. McIntosh, publisher of the Guelph *Mercury*, is again able to be at his place of business, after an absence of three months due to a severe attack of rheumatism. For the past month he has been taking the mineral baths at Preston.

The Canadian Press Photographers' Association has been incorporated in Toronto, to establish an association for the encouragement and regulation of press and other photography. The provisional directors are named as A. J. McLean, W. James, C. G. Ross, A. C. Batten and F. Booth.

W. J. Rouleau, foreman of the composing room in the Winnipeg *Telegram*, has been promoted to position of general manager.

R. L. Mortimer, editor of the Shelburne *Free Press*, has been confined to the house almost continuously for the past six weeks with la grippe and heart trouble.

G. A. Robson, foreman of the Lindsay *Warder* job department, was surprised by the manager and employees, when they took occasion to present him with a beautiful mantel clock, as a mark of their esteem. Short addresses were made by members of the staff, the presentation being made by Mr. T. Buckley.

Thomas Rothwell, formerly an operator in Toronto, and well known in newspaper circles, has returned after two years' service with the Canadian army in France. He was through several of the big shows at Vimy and district. He came from the States to enlist in this country before he went overseas.

The J. Bennett Co., Ltd., is the name of a firm incorporated to carry on the business of stationers, printers, embossers, etc. Forty thousand dollars is the amount of capital named and Toronto is the headquarters. The provisional directors are: W. H. Male, Jacob Bennett, J. K. Hall, F. C. Cullen and F. R. Marshall.

Robert Elliott, president of the Typographical Union, Toronto, for the past three years, left recently for Calgary, where he has been appointed superintendent of the Western Publishing Co. On resigning the foremanship of the Hunter, Rose Co., he was presented by his associates with a generous cash donation.

G. A. Robson, of the Lindsay *Warder* mechanical staff, and his brother, A. W. Robson, of the Fenelon Falls *Gazette*, have taken over the business of the latter paper, under the name Robson Bros. The *Gazette* was formerly owned by J. J. Lee, ex-reeve of Fenelon Township. The Robson brothers are both natives of Fenelon Falls.

W. W. Knight has purchased the plant of the Hastings *Star* and started publication again last week. The *Star* was one of the many papers forced to suspend publication owing to the constantly increasing cost of paper and all printing supplies, without a corresponding increase in revenue.

Leamington merchants had Dollar Day on March 16 and advertising was good for the local press. The air of mystery was added to the occasion by a gentleman cavorting on the streets. His capture was worth $10. The salute was "Pardon me, you are the mysterious Dollar Day person appointed by the Leamington Dollar Day Stores."

Cards deposited with Toronto Union No. 91 during the past month were as follows: A. C. Whitehurst, Hamilton; H. C. Simpkins, London; S. J. Barnes, London; E. G. Smith, Ottawa; A. J. Code, Racine, Wis.; A. Goodman, Montreal; Charles E. Pack, Peterboro; William Moors, Galt; F. W. Forster, Montreal. Cards taken out in the same month: J. S. McMillan, Robert Elliott, J. S. Bamber, James Moffatt, A. H. Harrison, William Moors. Work is plentiful in the Toronto offices at present, none of the job shops or papers having any idle days. There are no machines running dark, in fact operators are a little

scarce at present, although not enough so to start an exodus this way.

Eugene Walter, the U.S. newspaperman and dramatist, was the after-dinner speaker at the last meeting of the Toronto Press Club. R. E. Johnston, cartoonist of *Saturday Night*, gave an interesting and racy lecture, profusely illustrated with slides, on the development of the cartoon. The vulgar conception of the German cartoonist was also dealt with at length.

John Marsh, a linotype operator on the Guelph *Mercury*, had the end of the middle finger on his right hand taken off while at work on Saturday, April 6. Marsh pluckily made no comment about the incident, simply taking his hat and coat, and leaving for the doctor's office, remarking that he'd be back in a few minutes.

J. Baldwin Bryant has taken over the Barrie *Advance* as proprietor. He has had many years of experience in England and Canada. Since coming to this country Mr. Bryant has been connected with the Belleville *Intelligencer*, Toronto *News* and Hamilton *Herald*. Mr. Finlayson will remain with the *Advance* as manager of the printing department.

W. Templeman, who has for several years been in charge of the advertising department of the Guelph Evening *Mercury*, has been appointed to the editorial chair of this paper, succeeding A. R. Kennedy. Mr. Templeman, like all the editors and city editors in Guelph, has come into the business and editorial work through the mechanical department, being an old linotype operator.

Claude Sanagan, who has been for a number of years in charge of the Western Ontario business of the *Globe* at London, has returned to Toronto to take charge of a department of his paper. Prior to his departure from London Mr. Sanagan was presented with a purse at a largely attended meeting of Liberals in Hyman Hall. The presentation was made by Sir George Gibbons. Mr. Perry, who has been associated with Mr. Sanagan for some time in London, will have charge of the office there.

The position of Professor of Animal Husbandry at the O.A.C., Guelph, which was held for so many years by Prof. George E. Day, who resigned to accept the position of secretary of the Shorthorn Breeders' Association, has been filled by the appointment of Wade Toole, editor of the *Farmers' Advocate*, of London. Mr. Toole comes from Whitevale, Ontario County, and is a graduate of the class of 1911 at the Ontario Agricultural College. Immediately after his graduation he went to London on the staff of the *Farmers' Advocate*, and has been its editor-in-chief for several years past.

Announcement has been received of the marriage of Lieut. Hugh K. Black, R.F.C. and C.F.A., to Dorothy Mary, daughter of Mr. and Mrs. W. Ashley Bovell, of Briarfield, Bridgetown, Barbadoes, B.W.I., on Saturday, February 16. Lieut. Black was formerly on the reportorial staff of the Guelph *Mercury* and left there for military service shortly after the outbreak of the war, going overseas with a draft of the 29th battery. Later he secured a commission with the balloon service of the Royal Flying Corps, in which he received injuries that secured his discharge. He is now an instructor in the United States balloon service, stationed at a camp in the Southern States.

QUEBEC

Montreal *Star's* Saturday edition will be raised to 2 cents on April 13.

John Kidman, London correspondent of Montreal *Gazette*, has returned from England and joined the Montreal staff.

Lieutenant Clarence Howell, formerly telegraph editor of the Montreal *Gazette*, has resigned his commission and is home on the staff.

A new free distribution weekly named *Local* published in French and English has made its appearance in Montreal and claims to guarantee a 25,000 distribution weekly.

MARITIME PROVINCES

E. A. Schofield of the Schofield Paper Co., Ltd., St. John, has been elected president of the New Brunswick Tourist Association.

Leo Dolan, city editor of the Sydney *Record*, who has been at his home in Fredericton on account of illness, has returned to Sydney.

A. R. Smith has resigned from the news staff of the Moncton *Transcript* to take charge of the St. John office of the Dominion police force.

Robert P. Allen, editor of the Fredericton *Mail*, was reappointed official reporter at the opening of the New Brunswick Legislature. C. W. Clarke, of Fredericton, is assisting him.

Alfred E. McGinley, editor of the St. John *Standard*, and Bruce S. Robb, of the St. John *Telegraph and Times*, are covering the session of the Provincial Legislature for their papers.

Captain Douglas B. Weldon, city editor of the Moncton *Times* before going overseas, has been granted a furlough and is expected home soon. He won the Military Cross while in France.

J. D. McKenna, of Sussex, editor of the Kings County *Record*, and the Maritime *Farmer*, took a leading part at the annual convention of the New Brunswick Farmers' and Dairymen's Association in Fredericton.

A. M. Belding, editor of the St. John *Times-Star*, is a member of a committee appointed by the Provincial Government to prepare a report on technical education which will be presented at this session of the Legislature.

A special reconstruction edition of the Halifax *Mail* was published on March 22. The disaster and its causes are fully dealt with and illustrated articles show how rapidly the work of reconstruction has been carried on. the Halifax *Chronicle* was to publish an illustrated reconstruction number in the following week.

For the third time since the beginning of the war, St. John papers published Sunday editions, on March 24, to give their readers the news of the German drive. The *Daily Telegraph* appeared at noon and was followed shortly by the *Standard*. The *Telegraph* got out two specials and the *Standard* four during the day. The *Globe* furnished a bulletin service.

Private Everett Scott, reported missing at the time of the battle of Passchendaele, is now officially reported dead and details received from comrades show that he died while fighting gallantly. Private Scott, who was twenty-eight years of age, was for several years a member of the staff of the *Review*, Richihucto, N.B., and at the time of enlisting was editor of Sackville *Tribune*.

Stanley K. Smith, city editor of the St. John *Telegraph*, is the author of a book entitled "Heart Throbs of the Halifax Horror," published by Gerald E. Wier, Halifax. Mr. Smith whose recent history of the 26th Battalion was very well received, was the first newspaper man to get a special story over the wires from Halifax at the time of the disaster and his experiences and the records which he carefully compiled make the work one of historic value as well as of considerable interest.

NEWFOUNDLAND

The Twillingate *Sun* has installed a linotype. This is the first country paper in Newfoundland to install a type slug machine.

W. A. M. Goode, a newspaper man whose name appears in the newly-created Order of the British Empire, is a native of Newfoundland. His father was one time a missionary at Channel, Newfoundland.

G. T. Aliner published his annual, The *Shamrock*, the middle of March. It was printed at St. John's, Nfld. One or two Easter publications were due to appear about the last of March.

Charles T. James has joined the editorial staff of the St. John's Evening *Telegram*. Mr. James contested the district of Burgeo in the last general elections in Newfoundland and was defeated by only a few votes.

Hon. P. T. McGrath, editor of St. John's Evening *Herald*, and president of the Newfoundland Legislative Council, has been appointed a Knight Commander of the Order of the British Empire.

J. C. Paddister, business manager St. John's Daily *News*, visits the west coast of Newfoundland the first part of April, and will spend several days in Curling, where he will attend the L. O. A. annual convention, of which he is Grand Master.

Angus McEchren, who at one time was connected with the St. John's Daily *News*, died at Curling on March 9, in the 82nd year of his age. He was a native of Port Hood, C. B., but resided in Newfoundland for over fifty years. A few years ago he presented a very nice library of books to St. F. Xavier University of Antigonish, his alma mater.

The new press recently installed by the St. John's Evening *Telegram* is a splendid piece of machinery and is one of the most elaborate news presses manufactured to-day, and it does not seem so very long ago since a Rand power press met the requirements of that paper. Truly great strides in the printing business in Newfoundland have been made within the past forty years.

Arch. E. Gardner, who last month resigned his position on the reportorial staff of the St. John's *Telegram* to go to Western Canada, was a passenger on the ill-fated Red Cross liner Florizel when that ship ran ashore near Cape Race, on her way from St. John's to Halifax on February 24. Mr. Gardner was among the rescued but he had a thrilling experience. He has resumed his old position with *The Telegram*.

The Dead

Frank A. Bennett, a well-known Chatham linotype operator, died in his home in Selkirk street at the age of 26. The remains were taken to his former home in Rodney for interment.

William James Wilson died in Toronto on April 8. He retired two years ago after 30 years service with the Toronto *News* where he was foreman of the composing room. He was formerly with the Toronto *World*, and learned his trade at the Cobourg *Star*.

Pte. A. C. Hopkins, formerly publisher of the Chatsworth *News*, has been killled in action during the German offensive. He was born in Chatsworth, and learned the printing business in the office of the paper which he afterward purchased. He leaves a widow and one little daughter.

James H. Little, founder of the Owen Sound *Advertiser*, died at his home in Owen Sound on March 13. Mr. Little was born in Toronto on September 16, 1842. When he was ten years old, the family moved to Owen Sound. About 1860 he went to Detroit, where he worked as a printer until 1862, when he returned to Owen Sound and in partnership with Mr. Chas. Pratt founded the *Advertiser*,

the office being in a small frame building on the corner opposite the Queen's Hotel. In 1866 Mr. Pratt retired from the partnership and Mr. Little carried on the business alone, continuing in charge until the end of March, 1912, when he sold out and retired from business.

Pte. Harold Dennis, who previous to his enlistment with the C. F. A., was pressman at the Brampton *Conservator*, has been killed in action. His mother has received a number of medals won by her son at sports held behind the lines. He had been on active service for 25 months in France.

Major J. E. Johnson passed away in his seventy-fifth year at his home at Leamington, on March 26. He was one of the town's most respected citizens, always a promoter of its interests. He came to Leamington section as a young school teacher. Later he purchased the Leamington *Post*, and was editor of it about thirty years. He was once Mayor of the town, and held many other public offices.

The death of Mr. W. P. McEwen at his home in Perth carried sorrow and regret to many relatives and friends in every part of the country and to many outside the county as well. Pneumonia followed a cold and the end came speedily as the disease developed. For many years he was associated with Mr. James McLeod in the ownership of the Almonte *Gazette*, but a few years ago was appointed Clerk of the Surrogate Court at Perth and had lived there since. He is survived by his wife, three daughters and one son. Of these a son and a daughter are on overseas service in the army.

Lieut. John A. Gibson, son of Mr. and Mrs. Charles Gibson of Woodstock, died in a clearing station behind the lines in France from gunshot wounds, according to a message from Militia Department. Lieut. Gibson went overseas with the 126th Battalion, which he helped to recruit, and was later transferred to the 116th Battalion. He had been in France since February, 1917, and for some months was an acting captain, and when last heard of he was qualifying in England for promotion to this rank. Lieut. Gibson was twenty-eight years of age, and was formerly an employee of the Commercial Press, Toronto, as an advertising manager. Lieut. Gibson is the third salesman of the Commercial Press to be killed in action.

The death of Major Moraht, long military correspondent of the *Tageblatt*, of Berlin, is reported in a Central News despatch from Amsterdam. For years Major Moraht was, perhaps, the most widely quoted of the German military writers While thoroughly German in his point of view, he was more moderate in tone than vitriolic writers of the type of Count von Reventlow, and less inclined than most German military critics to follow the teachings of the War Office Propaganda Bureau. He did not hesitate at times to praise the allied armies for effective work. In 1916 he went from the *Tageblatt* to the *Deutsche Tages Zeitung*. In writing a review of the first year of the war for the Associated Press he predicted the disintegration of the Russian army.

Brockville has sustained the loss of an old and respected resident in Mr. Thomas Fuller Colcock. He passed away at the residence of his son, Mr. N. B. Colcock, 76 King Street west. Thomas Fuller Colcock was born in London, England, on March 6, 1839. He came to Canada when 20 years of age, settling in Welland, where he was engaged with his brother, Mr. N. B. Colcock, in publishing the Welland *Telegraph*. He remained there for a number of years until going to Brockville in the early eighties with his brother, N. B. Colcock, on the latter assuming control of the Brockville *Times*. He remained with that newspaper until ill-health caused his retirement from actual work. He was a member of the Royal Arcanum and the A.O.U.W. He was a Baptist in religion and took an active interest in the work of that congregation. He was a Conservative in politics.

C. Arthur Dansereau, former political director of *La Presse*, died in Montreal on March 27. He was born in 1844 at Contrecoeur, Que., and in his early years studied law, being admitted in 1865 to the bar. He was a frequent contributor to the press, finally joining the staff of *La Minerve*. For thirteen years he was with that paper, which was the leading organ of the French wing of the Conservative party. In 1870 he became editor. Ten years later he became editor of *La Presse*. Since then he has held a number of important positions in the gift of the government. After being postmaster of Montreal for some years Mr. Dansereau again went to his first love, journalism, and became editor-in-chief of *La Presse*. Mr. Dansereau was twice married. His first wife was Marie Cordelie, daughter of the late J. Hurteau. She died in August, 1879. In 1880 he again married, his second wife being the daughter of Stephen Mackay, of St. Eustache; she died in March, 1897. His sons and daughter are: Lionel Dansereau, Ottawa; Arthur Dansereau, Montreal; Miss Jeannine Dansereau, Mina, wife of Arnold Finley; Lucien Dansereau, C.E., Ottawa; Lt.-Col. Adolphe Dansereau, now overseas; Lieut. M. E. Dansereau, a military instructor in England; Lieut. Fernand Dansereau, 2nd Depot Regiment, and Miss Paule Dansereau.

John Taylor, well-known in the printing and newspaper business in Montreal, and a popular figure in fraternal and amateur sporting circles, died suddenly at his home, 199 Ash avenue, Point St. Charles, recently, after an illness of three weeks, due to blood poisoning. Mr. Taylor was forty-nine years of age and a native of Stonehaven, Aberdeenshire, Scotland. His father, the late David Taylor, in his lifetime one of the best known printers in Montreal, came to Canada in 1873, settling first in New Brunswick, and then, in 1875, in Montreal. He mastered the printing trade in the offices of the *Gazette* and the *Witness* and later served for a time in the composing room of the *Star*. Later he went into business with his father.

From 1896 to 1913, he was associated with the *Herald*, the greater part of that time as business manager. Since then he had been manager of the *Financial Times*.

He is survived by Mrs. Taylor and two sons, L. N. Taylor of the 1st Depot Battalion, and Bruce Taylor of W. R. Brock & Co. There are three brothers, Harry, of the G.T.R., Robert, of the Keystone Press and William, foreman of the newsroom of the *Herald;* also three sisters, Mrs. Alex. Smith and Mrs. A. S. MacLagan, both of Edmonton, Alta.

A NECESSARY THING

Publication of a newspaper is an industry necessary to the successful prosecution of the war, according to a decision handed down by District Draft Board No. 3, William Nottingham, chairman. This decision was made in the case of a Syracuse newspaperman, and he was placed in Class Three 1, "as a necessary associate or assistant in a necessary industrial enterprise."

SUES FOR LIBEL

The J. S. Robertson Co., Limited, Toronto, entered action against William A. Lydiatt for $10,000 damages for allegal libel. The libel is said to have been contained in the February number of *Economic Advertising*.

Advertising

The Thamesville *Herald* announces an increase in rates commencing in April. The card follows:

Reading Notices and Locals.—8c per line for first insertion; 5c a line each subsequent insertion.

Condensed Advertising. Auction sales, 1st insertion, $1.50; 2nd, $1.00.

Farms or real estate for sale, 50c each insertion.

To rent, wanted, lost, found, etc., 25c per insertion.

Cards of thanks, 50c.

Legal advertising 10c and 7c per line.

Yearly Cards.—Professional cards, etc., not exceeding one inch, $6.00 per year.

Transient advertising, cash.

The experience of Mr. E. M. Elison, general manager of the United Motor Truck Co., of Grand Rapids, Mich., with advertising stands out as the most extraordinary record for immediate results ever made in the world. He ran a 42 line double column ad in a New York paper, at a cost of $29.40, to announce that he had a sample automobile truck designed for European use and was prepared to accept direct orders for shipment to any part of the world. The net result was forty-seven 'phone enquiries, one hundred and two letters, and orders for $3,600,000, and a prospective business in sight to equal the factory output.

In a statement made in the *Fourth Estate*, William M. MacKay, president of the Association of Canadian Advertisers, thus defines the Canadian advertiser's 1918 policy: "First and foremost stands the subject of knowing correctly what effective and reliable circulation the advertiser buys. The association has made considerable advances since its inauguration in getting from the larger Canadian daily newspapers, weeklies and monthlies efficient and audited data— but more progress along these lines is still required. There will be a minimum of 'buying pigs in pokes.' The subject is one of our main issues."

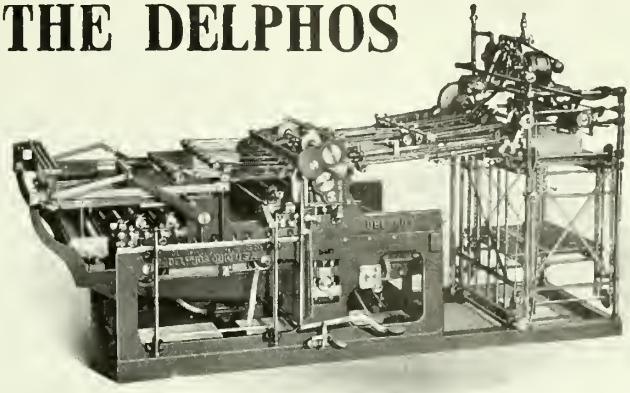
The Ottawa *Citizen* is conducting a window display competition in conjunction with members of the Ottawa Retail Grocers' Association. There is a new contest every month, the prizes being $7 and $4. The retailers agree to "co-operate in giving prominent display to goods manufactured by reputable manufacturers of pure food products, whose goods are on our shelves during the time in which said manufacturers are advertising in the Ottawa *Evening Citizen*." The Southam Press has issued a "shop windows" book, illustrating the window results. This opens a big field for good advertising.

The Kitchener *News-Record* used the Easter appeal to advantage for securing advertising, in some cases running two-color work. This is one of the smaller of the daily papers to go in for this line of printing. On Saturday, March 30, the *News-Record* ran 22 pages, the back ten being a seasonable display of automobile suggestions. The timely appeal is the one for special business.

"The Canadian Advertising Agency, Limited, Montreal, will handle an advertising campaign for "Rinex," the fibre sole for all-year wear, in Western Canada, for the Canadian Consolidated Rubber Co., Limited, of the Dominion Rubber System. The media to be used for the present will be newspapers exclusively. This is the first publicity program for Rinex Soles in Canada."

The Estevan, Sask., *Progress* has produced an attractive window card in two colors in connection with an appeal which is being made in that place for funds for the Canadian Patriotic Fund. The work is well done, the design forceful and strong enough to arrest attention. The card is the work of A. C. Evans of the *Progress* staff. The card was donated by the *Progress* office to the campaign for a $3,000 fund.

THE DELPHOS



Two-Revolution Press and Mechanical Feeder

The Delphos Press, the latest design in Two-Revolution Presses, is showing the way to all other presses. It is not a **specialty** press, but a **standard** two-revolution press, mechanically fed, capable of printing any form that can be printed on any press within its limit of size. Not only that, but the Delphos prints those forms at greater speed with less lost time, and at a lower cost per thousand impressions.

DELPHOS Two-Revolution Presses are showing their owners from thirty to one hundred per cent. production increase over hand-fed pony presses of any make. Isn't that interesting to a cost student?

Send for descriptive matter.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

60 Front Street West
TORONTO

Opposite
New Union Depot

Reliable

Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

THE STEEL COMPANY OF CANADA
LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

PRINTERDOM

A WESTERN CHANGE

Mr. C. A. Abraham, business manager of the Vancouver Daily *Sun*, is severing his connection with this paper in the near future. C. E. Coling, formerly advertising manager of the *Free Press*, Winnipeg, is his successor. The Daily *Sun* and Daily *News-Advertiser*, the two morning papers in Vancouver, were merged in one last September and since then under Mr. Abraham's direction the advertising has shown big advances. In the seven months since the amalgamation the paid general display showed an increase of 277 per cent., the foreign is up 209 per cent. and the classified 440 per cent. During the month of March the advertising earnings showed an increase of 34 per cent. or an increase of 62 per cent. over the same month a year ago. Considering the war, Mr. Abraham has reason to feel that these advances are not only creditable, but highly gratifying.

PAPERS AMALGAMATE

The Smiths Falls *News* has taken over the Merrickville *Post*, the mailing list of the latter having been transferred to the *News*, J. Clark Knox, editor of the *News*, who had made arrangements to leave for Winnipeg, remains with the paper as editor and publisher.

HOMESTEADER DID IT

From the Vegreville, Alta., *Observer*.—The *Observer* is being published this week under difficulties which have caused us to well-nigh perish in despair. Our linotype man and general mainstay, Wm. Miller, has been on the sick list and the office work has fallen on the Wild Cat, Van Norman, and the unhappy editor. An attempt to borrow a lino operator from Edmonton failed as the offices there are all crowded with work. So we had to make shift somehow to run the linotype ourselves. It is a fine machine, all right, but not precisely the sort for an inexperienced man to tackle, no matter how brave and enterprising he may be. However, we hammered along not too badly and on the evening of Good Friday a kindly providence sent along Mr. Fingelhardt, who is on his way north to Boyne Lake to his homestead. He has had a lengthy acquaintance with these machines and came to the rescue, none too soon, for we were seriously contemplating suicide. Our troubles were complicated by the necessity of publishing the auditor's report for the town of Vegreville, a long, dry document which certainly added joy to our life this week. This issue of the *Observer* completes the twelfth volume. Next week we start on the thirteenth volume, meaning thereby that the *Observer* has rounded out twelve precarious years of existence and is making a start on the thirteenth.

"GRAIN AND TRADE NEWS"

A new venture in Canadian trade journalism has been inaugurated in Fort William by the publication of the *Grain and Trade News*. This paper, edited by Mr. F. B. Allen, will devote much attention to the encouragement of grain inspection, handling and exporting business from the city at the head of Lake Sunerior. An unusually big development has taken place in Port Arthur and Fort William, and much is expected of these cities during the next few years. The *Grain and Trade News* tells the story of this development, week by week, more fully than the daily press can give space to when war news takes precedence.

SOARING PRICES

The London *Times* announces a new price—6 cents a copy. The London Daily *Mail* foreshadows 3 cents a copy; the Westminster *Gazette* 4 cents a copy.

All the St. Louis papers have gone to 2 cents a copy.

The cost of publishing newspapers has gone up by leaps and bounds, running from 42 per cent. to 300. Newspapers at the price the public buy them are the cheapest things in Christendom, even at 3 cents a copy.

HONORED THE REPORTER

What was described by Deputy Chief Constable Archibald of Toronto as a unique event in the history of the Toronto police occurred in the detective department just recently when the veteran officer, on behalf of members of the force, presented a safety razor outfit and a purse of gold to Phil "Darkey" Daniels, former police reporter for the Daily *News*, who has donned the khaki. "This is the first occasion in my long experience in which I have known the police voluntarily to make such a presentation to a newspaperman," said the Deputy. "And it speaks highly for the esteem in which Mr. Daniels is held by the police. If Mr. Daniels is as good a soldier as he has been a news-getter and a boxer, then he should go far in his new profession," said Inspector of Detectives Kennedy. Staff-Sergt. McKinney said that what had impressed him most about Mr. Daniels was the latter's honesty. "Judge" Cohen was another who spoke highly of the newspaperman. The latter is a brief speech thanked those present for their kindness.

GUILTY OF LIBEL

A jury in the Criminal Court at Calgary, returned a verdict of guilty with a recommendation to mercy in the case of A. Algar Bailey, editor of the weekly paper *Fair Play*, who was sued for criminal libel by R. B. Bennett, late Director of National Service. Mr. Justice Simmonds, in passing sentence, laid stress upon the fact that the public trial had completely vindicated Mr. Bennett and pointed out that, while the press had a duty to perform, the private and public citizens had sacred rights that had to be protected by the law. Bailey was released on suspended sentence owing to the lenient attitude of the presecution.

CHARGED WITH LIBEL

Charging criminal libel in connection with an item in a recent edition of their paper, Chinamen, proprietors of restaurants in Grimsby and Beamsville, have started two actions for $5,000 each against the Grimsby *Independent*, James A. Livingston, its general manager; J. Orland Livingston, editor, and J. A. M. Livingston, business manager. The plaintiffs are Jordan Chan and Charles Sing, who are endeavoring to open a restaurant on Main street in Grimsby.

A WESTERN SIGH

From the Wapella, Sask., *Post* of March 14: "Even the newspaper publisher bumps up against shortage of labor troubles at times. This week ye editor is the "whole works" (the staff having jumped the job Saturday) so if the paper is not up to its usual high standard, damn the printer—yes, we've been doing it, too."

WHAT IS MAN?

A MAN weighing 150 pounds approximately contains 3,500 cubic feet of gas, oxygen, hydrogen and nitrogen in his constitution, which at 80 cents per thousand cubic feet would be worth $2.80 for illuminating purposes. He also contains all the necessary fats to make a 15-pound candle and thus, with his 3,500 cubic feet of gases, he possesses great illuminating possibilities. His system contains 22 pounds and 10 ounces of carbon, or enough to make 780 dozen or 9,360 lead pencils. There are about 50 grains of iron in his blood and the rest of the body would supply enough to make one spike large enough to hold his weight. A healthy man contains 54 ounces of phosphorus. This deadly poison would make 800,000 matches, or enough of poison to kill 500 persons. This. with 2 pounds of lime, makes the stiff bones and brains. No difference how sour a man looks, he contains about 60 lumps of sugar of the ordinary cubical dimensions, and to make the seasoning complete must be added 20 spoonfuls of salt. If a man were distilled into water he would make about 38 quarts, or more than half his entire weight. He also contains a great deal of starch, chloride of potash, magnesium, sulphur, and hydrochloric acid in his system.

Break the shells of 1,000 eggs into a huge pan or basin and you have the contents to make a man from his toenails to the most delicate tissues of his brain.

And this is the scientific answer to the question, "What is man?"—*Ideal Power.*

A rather amusing, original and characteristic "motto" appeared at the masthead of a southern publication which was edited by an ante bellum negro, and widely circulated among his race. It read:

"Motto: De pen am mightier den de sword—but, oh! ye razor."

MEPHISTO.

"We Certainly Consider this Very Good Service"

The appended letter tells the story how a one insertion want ad. did its work:

W. G. EDWARDS COMPANY, LIMITED

Wholesale Automobile Accessories

Manufacturers of Prestolene Polishes

BRIDGEBURG, ONTARIO

CANADA Mar. 7, 1918

Printer and Publisher,
Toronto, Ont.

Gentlemen:

We have sold our printing outfit; believe it is not too late to cancel the ad for next issue.

The man who bought it came from Dundas and saw the ad in your publication.

We certainly consider this very good service and thank you very much.

Very truly yours,
W. G. EDWARDS

WGE. ST.

KIMBLE JOB PRESS MOTOR

A Job-Press Motor that has absolutely no External Controllers or other Complications.

Many thousand printers in Canada and the United States rejoice in the possession of Kimble Motors that run their job-presses at less electrical-cost, less labor-cost and less repair-cost per 1,000 impressions, than any other motors in existence.

In the Kimble Job-Press Motor (for alternating current only) the speed of operation is controlled by pressure on a foot-lever and speeds respond to this flexible pressure not by "steps" but by infinitesimal gradations.

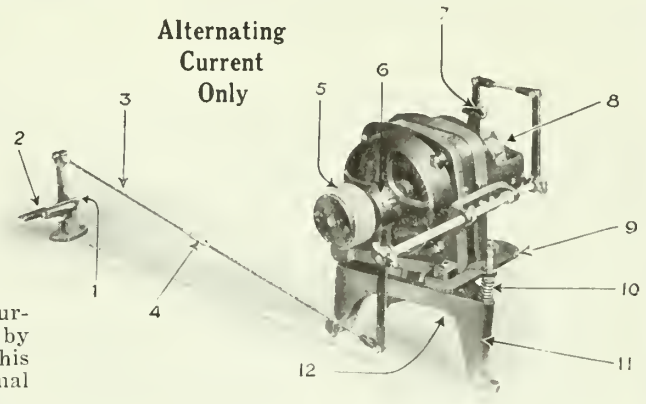
This absolute, yet flexible control gives the feeder such confidence that he unconsciously "speeds up" yet has less use for the "throw-off" and, as a matter of experience, reduces average "spoilage" remarkably.

Sizes for all job-presses, from 1-6 h.p., size for a little 7x11, up to a 1½ h.p. for the big 14½ x 22.

SEND FOR OUR BULLETINS.

Kimble Electric Company

GREAT WEST ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man., for all points west of Port Arthur and Fort William.
MASCO COMPANY, LTD., 87 Queen Street East, Toronto, Canada, for all points east of Port Arthur and Fort William.



KEY

1. Speed-increase pedal.
2. Speed-decrease pedal.
3. Simple control-rod.
4. Insulated coupling.
5. Leather friction pulley.
6. Ring-oiled bronze bearings.
7. Control-lever, connected with foot-pedal.
8. Self-contained switch.
9. Hinged bedplate—to main contact between motor pulley and fly-wheel.
10. Bedplate spring.
11. Tripod subbase, holding motor stable in spite of unevenness of floor.
12. Sanitary subbase, permitting sweeping and scrubbing under motor.

KIMBLE MOTORS

BOOKBINDING TERMS

AMONG printers there is liable to be a wide difference of opinion as to the meaning of the terms quarter bound, half bound, three-quarter bound, full bound and full bound extra. The following definitions are submitted to be the mutual understanding between printers and binders as to blank book work:

A leaf is understood to be two pages, and a sheet four pages.

Check binding is a book stitched with light strawboard sides, covered with paper, muslin or leather back, cut flush.

Quarter binding is a book sewed with leather back, smooth strawboard sides cut flush and covered with paper, turned over the edges.

Half binding is a book sewed (or whip-stitched), smooth roan leather, tight back, millboard sides, covered with muslin, turned in, and with or without leather corners, cover extending over the edges of the book; finished and lettered on the back in gold.

Three-quarter binding is a book with spring back, of Russian leather or other equally good, with raised bands, cloth sides and leather corners, rounded; or when required, a full bound sheep, colored or uncolored leather, in lieu of Russia back and cloth sides; finished and lettered on the back in gold.

Full bound No. 1 is a book bound in full sheep, spring back, raised bands, with Russia leather ends and bands, with the usual rolling, finishing and lettering, and understood by stationers and printers as full-bound Russia ends and bands.

Full bound extra is a book with full Russia spring back, with double raised bands, and double Russia side finishing, with the usual extra finishing and lettering, recognized by stationers and printers as double extra Russia and band books.

A COMPOSITOR STARTED IT

A ST. PAUL wholesale house advertised for an assistant bookkeeper "about twenty years of age." The intelligent compositor stuck in an extra 2, making it read "202 years of age." Notwithstanding this requirement, fifty applications were received. One of them reads as follows:

"Gentlemen: Your ad. interests me. (It would interest anyone but a dead un.) Knowing how delightful the work in a wholesale establishment is, the princely salaries, short hours and entrancing environment (I've known rich wholesalers to allow themselves to be priced out of as high as $4.85 a week for an assistant bookkeeper, and then only require 18 hours' work at a stretch), I immediately set this application in motion.

"My name is Eben Hezekiah Hotfoot, and I am some chicken when it comes to addin' up 'figgers.' I was born in Lazytown, N.J., June 32, 1710, and father started in 'figgern' the very first day as to how in darnation he was going to feed me and clothe me and bring me up to be a real honest-to-goodness assistant bookkeeper.

"I remember when De Soto discovered the Mississippi and the Boston Tea Party, and I used to call General Washington 'Gawge.'

"Although I am not just exactiy 202 years of age, the fact that I am ten days over that will not, I trust, keep me from the position. I'm sound as a dollar, eyesight perfect, eat three square meals a day, and have chawed tobacker all my life.

"Gee, I'd give all the money in the world if you'd make me an assistant bookkeeper in your wholesale office. I'm rapid, alright, too, especially with a highball or two tucked under my belt, and when it comes to accuracy, old Buffalo Bill with the six-shooter was a mere child by comparison. I tell you that it ain't these young buccos that's making this world move. It's the assistant bookkeepers, 202 years old, and Roosevelt and big-hearted wholesalers and sech that do things.

"I had a chance to be a bank cashier, but there is nothing doing for me if I can get that assistant bookkeeping job. Me for 'figgers' any time. All I ask is that I be given a vaction on my 206th birthday and that if some crazy auto driver should happen to drive over me and kill me dead, that you send word to my old mother, who is 906 years old, the tenth of this month.

"Don't write. Takes too gosh durned long. Wire me."—*Gage's Readings.*

THE TROUBLES OF "WE"

From the Treherne *Times*: "It is very likely that the *Times* will 'come up missing" one week during March. It will be necessary for the editor to cross the border for a physical examination in connection with the U.S. draft some time before April the first. If "we" were a Canadian publishing a Canadian newspaper "we" would be exempted, if "we" were a Yankee publishing a paper in the States, we would be exempted. But since "we" are a Yankee, publishing a paper in Canada, nobody knows what will happen to "us." In any event, the *Times* will continue to do business at the old stand, and will continue to boost for compulsory military service in every one of the nations at war with the Hun."

Success and Your Associates

ALWAYS associate with men who are earning more money than you are. Such is the advice given by a man whose name is known the world over for his own success and the business which he created. It is good advice of a certainty, but we are not urging that it is the best advice. At the same time it is wise to associate with better or bigger men than you are yourself, because you are likely to be lifted up to their levels.

Most of us would probably like to be the intimates of J. P. Morgan, or of John D, or of Charlie Schwab, or Canny Andrew. If we had a speaking acquaintance with John Wanamaker, or Lord Beaverbrook, or Lord Shaughnessy, and with other distinguished and successful men, we would take comfort from the fact.

And most of us would feel rather small and uncomfortable if we were placed beside President Woodrow Wilson at a dinner table, or beside Sir Robert Borden, Sir Herbert Holt or Sir Wm. Mackenzie. And the reason would probably be that we know so little of the knowledge that really counts. If these successful business men engaged us in conversation we would probably find ourselves knowing very little about the things that matter.

This will illustrate the point:

Here's a true story. A Toronto manufacturer found himself on a train going to Albany in company with a number of distinguished Americans about to attend the inaugural ceremonies of a State Governor. A washout led to a delay, and the Canadian was thrown into close association with senators and congressmen and prominent lawyers. They bantered the little Canadian about Canada. He had the pluck of a bigger man. He had been a constant reader of THE FINANCIAL POST, and had absorbed many facts about Canada. He surprised his American traveling companions with his positive, well-informed and wide knowledge of Canada. When the company reached Albany, the Canadian was persuaded to attend the ceremonies, and was introduced as the man who knew all about Canada. The Governor was interested in Canada, and said so, and the little Canadian found himself telling the story of Canada very ardently to a very attentive listener, much to the amusement of his friends who introduced him.

This man made a hit on that journey, and many friends. One of the company gave him a stock market tip worth a fortune.

The point of this story is: You, as a Canadian, can make yourself informed very fully and intelligently if you become a regular reader of THE FINANCIAL POST. You can make yourself a worthy companion and intimate of presidents and magnates. The world likes to listen to men who know something well, and who can talk interestingly and informingly on the subject of their study.

You can become worth listening to if you know your Canada well. And you can get the kind and amount of knowledge concerning Canada which will make you interesting to others if you will read THE FINANCIAL POST regularly each week.

IF you read THE FINANCIAL POST REGULARLY you will find yourself keeping company with the highest paid staff of editors engaged on any publication in Canada—trained men who know how to make others know what they know and learn.

You will find yourself living in a most interesting world—the great, throbbing world of business. You will have your thoughts tremendously stimulated and helpfully directed. You will find yourself becoming a fit table companion for big men — this because you will have knowledge of a quality that will keep you from shame.

What is it that keeps you and THE POST separated? It cannot be its subscription price of $3. Probably it is because you are not very well acquainted with this paper.

We are going to put it to you this way: If you have the desire to be worthy of association with big men, then prepare yourself for such association by reading THE POST, and to make acquaintance easy, we provide the coupon below. It offers you THE POST for four months for a dollar bill.

— —

The MacLean Publishing Company, Limited,

143-153 University Avenue, Toronto.

Send $\frac{\text{me}}{\text{us}}$ THE FINANCIAL POST for four months for One Dollar. Money $\frac{\text{enclosed}}{\text{to be remitted}}$

(Signed)

....

P.P. ....

The Better Machine

The Superintendent says:

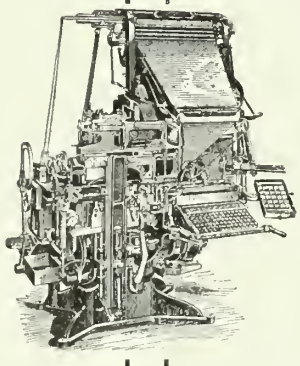
Intertype

"Im a booster for standardization in our composing room. If our single-deckers had been Intertypes, a couple of hundred dollars would add another deck to each. Then we would have not been forced to discard the single machines and lose thousands of dollars. Let's right the wrong we did and standardize with Intertypes."

And the boss did as he was advised.

The above you may be told "is a fairy tale." But it is not. It is enacted almost every day. The boss is getting next to standardization and **the Better Machine.**

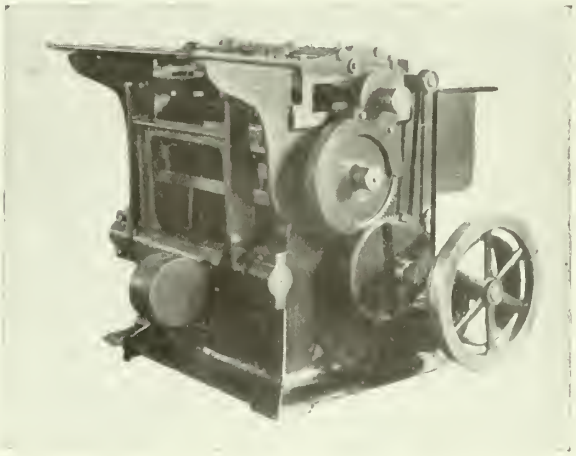
Uncle Sam and John Bull standardize their equipment, why not you?



Miller & Richard, 7 Jordan Street, Toronto, also at Winnipeg, are Canadian sales agents of the Intertype.

Ask the price of 2-letter matrices. They'll run in any machine. You'll be surprised.

The Speedier Press



The Pressman Says:

Osterlind

"What's the sense of running three old platen presses, when an Osterlind would do as much work as the bunch?

"That run of 10,000 letter heads on that old No. 3 would last about as long as a June frost if it were on an Osterlind. We've been grinding that job on that No. 3 mill now for a day and here another two hours are gone this morning and the job is not done yet."

"Say, Mr. Owner, you are losing money and I'm losing my patience and nerves."

And Mr. Owner did as he was advised.

Miller & Richard, 7 Jordan Street, Toronto, also at Winnipeg, are Canadian sales agents of the Osterlind.

Type is scarce. We have a good supply of the Famous Scotch M. & R. in Roman and display faces.

Buyers' Guide

Stop Carrying Delinquents

Turn over to us your past due Subscription Accounts—let us turn them into cash.

WE COLLECT EVERYWHERE

No account too hard for us—no creditor too far away—our Service covers the Continent.

No Results—No Pay—Prompt Returns. You cannot lose on our proposition—you pay us only for results produced! Try us out with a list. It will pay you. Write for blank sheets to list your accounts on.

References: The Bank of Ottawa and many of the leading publishers, to whom we have been giving satisfaction for the past six years.

The Canadian Mercantile Agency
Ottawa, Ont.

MONEY

can easily be realized from your slow and doubtful accounts by availing yourself of our service.

No collection. No charge.

PUBLISHERS' PROTECTIVE ASSOCIATION
Goodyear Building, Toronto, Ont.

Washington Hand Press

$75.00 TAKES IT.

Worth nearly that much for the iron and steel. Handy for a hundred things in your print shop. Double-demy size. We are replacing it with an electric proof press. Good buy for someone.

Printer and Publisher

BALERS, WASTE PAPER

Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. West, Toronto.
Miller & Richard, 7 Jordan St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.

BLOTTING PAPER

Albemarle Paper Co., Richmond, Va.
Beveridge Paper Co., Montreal.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER

Nickerson Bros., 99-101 Worship St., London, E.C., England.

BOOKBINDERS' MACHINERY

Logan, H. J., 114 Adelaide St. W., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

BOOKBINDERS' SUPPLIES

Beveridge Paper Co., Montreal.
Brown Bros., Simcoe and Pearl Sts., Toronto.

BOOKBINDERS' WIRE

The Steel Co. of Canada, Hamilton.

COLLECTION AGENCIES

Canadian Mercantile Agency, 46 Elgin St., Ottawa.
Publishers' Protective Association, Goodyear Bldg., 154 Simcoe St., Toronto.

COUNTING MACHINES

Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CROSS CONTINUOUS FEEDER

Morrison, J. L., Co., 445 King St. W., Toronto.

CUTTING MACHINES

Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Seybold Machine Co., Dayton, Ohio.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ELECTROTYPING AND STEREOTYPING

Rapid Electrotype Co. of Canada, 229 Richmond St. W., Toronto.
Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES

Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ENVELOPE MANUFACTURERS

National Paper Goods Co., Ltd., 144 Queen St. N., Hamilton, Ont.

FEATURES FOR NEWSPAPERS

International Syndicate, Baltimore, Md.

GUMMED PAPER MAKERS

Beveridge Paper Co., Montreal.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

HAND PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.

INKS

Reliance Ink Co., Winnipeg, Man.

JOB PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.

JOB PRESS GAUGES

Golding Mfg. Co., Franklin, Mass.
Megill, Ed., 60 Duane St., New York City.

LIMOGES CHINA PREMIUMS

The Limoges China Co., Sebring, Ohio.

LITHOGRAPHERS

Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES

Rev. Robert Dick Estate, 137 W. Tupper St., Buffalo, N.Y.
Wing, Chauncey, Greenfield, Mass.

METAL FOR TYPESETTING MACHINES

Canada Metal Co., Fraser Ave., Toronto.
Hoyt Metal Co., 356 Eastern Ave., Toronto.

E. PULLAN WASTE PAPER

Largest Dealer in the Empire

20 Maud Street, Toronto

ROLLERS We give prompt delivery, lowest prices and complete satisfaction

Order your rollers in time to give them opportunity to season.

Winnipeg Printers' Roller Works
175 McDermot Ave. :: Winnipeg

Do you need
Good Envelopes?

We can supply you with all sizes, printed or plain. Right prices.

The National Paper Goods Co., Ltd.

Office and Factory **144 Queen St., N. Hamilton, Canada**
Branch Sales Offices: **Toronto and Montreal**

Monotype Metal

Hoyt's standard monotype metal is alloyed so perfectly that it casts sharp and clean at the high speed which this machine operates.

HOYT METAL COMPANY
Eastern Ave. and Lewis Street, Toronto.
LONDON NEW YORK ST. LOUIS
Largest manufacturers of mixed metals in the world.

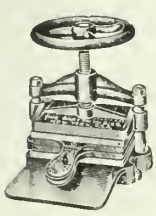
Buyers' Guide

TICONDEROGA PULP AND PAPER CO.
Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y.
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

J. R. Walker & Co., Ltd.
35 Common St. - Montreal
Manufacturers of PAPER and BOARD
Also purchasers of all kinds of Waste Paper.

GILT EDGE AND BORDERED CARDS
Gold, Silver, and Colored Borders, Bevelled and Deckle Edged Cards for every kind of work. Gilding, Bevelling and Bordering to the trade.
Send for Price List
JOHN BRADFORD
Card Manufacturer
70 LOMBARD STREET TORONTO

A Guaranteed GLYCERINE-Made
Flexible Glue
SEND FOR YOUR SAMPLE AT ONCE
BAYARD & CO., Inc.
29 BROADWAY NEW YORK CITY

WHILE-U-WAIT

RUBBER STAMP-MAKING OUTFITS
Require only eight minutes to make rubber stamps. Will also make Hard Rubber Stereotypes for printing. A few dollars buys complete outfit.
Send for catalog
The Barton Mfg. Co.
83 Duane Street - New York, N.Y.

MILLER SAW-TRIMMER DEALERS IN CANADA
Toronto Type Foundry, Toronto and Montreal.

NUMBERING MACHINES
Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, N.Y.

PAPER MANUFACTURERS AND DEALERS
Beveridge Paper Co., Montreal.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson & Co., John, 25 Melinda St., Toronto.
Halls Paper Co., Ltd., Fred H., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Provincial Paper Mills Co., Telephone Building, Toronto.
Rolland Paper Co., Montreal, Que.
Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York.
Wilson Munroe Co., Limited, Toronto.

PHOTO-MECHANICAL MACHINES
Canada Machinery Corp., Galt, Ont.

PHOTO ENGRAVERS
Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS
Ault & Wiborg Co. of Canada, Ltd., Toronto, Ont.
Canada Printing Ink Co., 128-130 Pears Ave., Toronto.
Reliance Ink Co., Winnipeg, Man.
Sinclair & Valentine, 233 Richmond St. West, Toronto.

PRINTERS' FURNITURE
The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES
Babcock Printing Press Co., New London, Conn.
Manton Bros., 105 Elizabeth St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., R., 504-520 Grand St., New York.

PRINTING PRESS MOTORS
Kimble Electric Co., 635N Western Avenue, Chicago, Ill.

PRINTERS' ROLLERS
Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
Winnipeg Printers' Roller Works, 175 McDermot Ave., Winnipeg.

PROOF PRESSES
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

PURCHASERS OF OLD TYPE, ETC.
J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

RAGS—WIPING
E. Pullan, 20 Maud St., Toronto.
The Levi's, 100-102 John St., Toronto.

REGISTER GAUGES
E. L. Megill, 60 Duane St., New York.

ROLLER CABINETS
H. H. Hancock, 316 Union St., Lynn, Mass.

ROTARY PRESSES
Goss Printing Press Co., 16th Street and Ashland Ave., Chicago.
Hoe & Co., R., 504-520 Grand St., New York.

THE NEW ERA PRESS
A Multi-Process Printing, Punching, Perforating, Cutting and other operation machine. Manufactured by The Regina Co., Rahway, N.J., U.S.A.

TYPE FOUNDERS
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

Children's Page
War Puzzles
The Ad-Route
Art Needlework
Hints for the Motorist
Also TEN other attractive Daily and Weekly Features.
Prices and sample mats with pleasure on request
The International Syndicate
Features for Newspapers
Est'd 1899 BALTIMORE, MD.

McFARLANE, SON & HODGSON, Limited
WHOLESALE
PAPER DEALERS
AND
STATIONERS
14 ST. ALEXANDER STREET
MONTREAL

ATTENTION
OLD TYPE—BRASS
Copper, Zinc, Electro and Stereotype Plates and Old Brass
Highest spot cash market prices. You'll find it more profitable to sell to us than to the type foundries.
J. C. & L. W. EPSTEIN CO.
65 Pearl Street TORONTO
Ship us your scrap iron, rubber and paper.
Write us for Quotations

TYPE-SETTING MACHINES
Canadian Linotype, Ltd., 68 Temperance Street, Toronto.
Intertype Corporation, World Building, New York.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Building, Toronto.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

TYPE TIE-UPS
H. H. Hancock, 316 Union St., Lynn, Mass.

WASTE PAPER DEALERS.
E. Pullan, 20 Maud St., Toronto.

WILSON ENGRAVING COMPANY
TO THE TRADE
Engravers and Printers, Embossers, Etc.
197 Princess Street, Winnipeg
Society Work A Specialty

Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.
RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO LONDON WINDSOR

Half Sheet
Poster Chases
2 for $1.00
Send in your dollar and we'll express them to your address.
PRINTER AND PUBLISHER
TORONTO

Opportunity Rings Your Door-Bell

TO PRINTERS A real business interest for sale, owing to the retiring of one of the partners. This interest will be sold only to a practical printer, who can supervise the printing department. It means a settled position for some one at a good salary, and share of the profits. The house enjoys a high reputation amongst the best class of customers. Beautifully housed and well equipped with the best machinery. $8,000 cash will purchase the stock, although to a responsible party it may be sold upon terms. Kindly give particulars of experience in first letter. Box 586, Printer and Publisher. (p4p)

Classified Want and Don't-Want Ads.

2c. a Word

Don't-wants may include a press, a chase or two, a cutter, a filing system, etc. Wants may include an editor, a printer, a purchaser for your business; you may want to buy a print-shop. Perhaps you want to swap something for something else. This page is your market; it's cheap enough; 2c. per word for first insertion; 1c. per word each time you repeat. Remit with copy.

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

CANVASSERS

CANVASSER WANTED—BRIGHT YOUNG man with experience or knowledge of job printing, to assist manager and canvass for job business. Address Box 587, Printer and Publisher. (p4p)

INSTRUCTION.

"A POCKET COMPANION FOR LINOTYPE OPERATORS." Price $1. Address S. SANDISON, 318 West Fifty-second Street, New York City.

LEARN THE LINOTYPE — WRITE FOR particulars. Canadian Linotype, 35 Lombard Street, Toronto.

JOB PRINTING BUSINESS FOR SALE

FOR IMMEDIATE SALE ESTABLISHED printing business with good connection. All Winnipeg for a trade field. Ill-health reason for disposal. $1,500 to $2,000 will handle this. Communicate proprietors, P.O. Box 1223, Winnipeg, Man. (p4p)

MACHINERY WANTED

WANTED — LINOTYPE, WITH ACCESsories; must be in good shape and stand inspection. The News, Vanguard, Sask. (p7p)

NOTICE TO PAPER MAKERS AND MANUFACTURING STATIONERS

A SUCCESSFUL SALESMAN IS OPEN TO represent an old established house in British Columbia and Alberta. Must be a good proposition. Box 589, Printer and Publisher.

NEWSPAPERS FOR SALE

FOR CASH SALE—FIRST-CLASS NEWSpaper and job printing office in southwestern Manitoba; municipal town, large territory, French and English; member of the C.P.A. Listed in McKim's Directory. Ideal proposition for married couple, or two brothers; started after a total loss by fire in another town and all paid for in less than two years. Building: Office and 3 living rooms, 25 x 30. Two lots, 25 x 120. Diamond power press, Gordon job press, cutter and full line of job and newspaper type. Income over $200 per month with large territory still to develop; books show $500 advance in 1917 over 1916. Ill-health of editor sole reason for selling. Address, Printer and Publisher, where photos and particulars may be obtained. Box 578, Printer and Publisher.

FOR SALE OR LEASE—NEWSPAPER AND job printing business in live Eastern Saskatchewan town. Excellent opening for an editor-printer. Box 588, Printer and Publisher. (p6p)

FOR SALE NEWSPAPER BUSINESS, plant complete with Gordon job press; could give possession May 1st; a Snap; $1,000. Alex. McClung, Wilkie, Sask. (p5p)

FOR SALE — LION'S HEAD VILLAGE newspaper printing plant complete, $900. S. C. Cooper, Owen Sound, Ont. (p3p)

PROOF PRESS WANTED

WANTED SECOND-HAND CHALLENGE galley proof press, with or without stand. Apply The Courier, Kelowna, B.C. (p6p)

SITUATIONS WANTED

EXPERIENCED WOMAN PROOFREADER, book or newspaper, wants position. Union. Capable, conscientious, does not loaf on the job. Box 584, Printer and Publisher. (p4p)

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FOR SALE—HICKOK DOUBLE STRIKER ruling machine, 39" cloth, complete outfit of pens, inking apparatus, shafting, pulleys, etc., all in perfect condition. Westman & Baker hand power cutter 30", with extra knife, practically new. Seybold embossing machine, 12" table, complete with chase, pallet, etc. Full particulars on request. The Sentinel-Review Co., Ltd., Woodstock, Ont.

FOR SALE — MENTGES NEWSPAPER folder, in good condition, folds four, six, eight, ten, twelve and sixteen pages. Will sell cheap. Apply Herald, Prince Albert, Sask. p4p

FOR SALE—POTTER DRUM CYLINDER printing press, in good condition; 5-col. quarto. A good press for a country newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, North Augusta, Ont. (tf)

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THREE MENTGES, WILL FOLD 7-COL. newspapers, or 16-page form; A-1 condition; $150 each, worth new $350. Why hand-fold? H. J. Logan, 114 Adelaide St. W., Toronto.

AMERICAN 3-FOLD CIRCULAR FOLDER, 13 x 18, motor attached; 12 different folds. A dandy in a job shop. H. J. Logan.

EMPIRE 3-FOLD CIRCULAR FOLDING machine, 14 x 14; for power. H. J. Logan, 114 Adelaide St. W., Toronto.

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GORDON PRESS, 10 x 15; WITH THROWoff and power fixtures; thoroughly overhauled. H. J. Logan, 114 Adelaide St. W., Toronto. (p3p)

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To be effective should have the proper treatment

— Delicate shades of ink
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To give your work that elusive something called style.

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For good Summer Rollers
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The Best Ink in the World

Can only be produced where all the raw materials are absolutely uniform. This we have made possible by manufacturing all our own

Acids	Aniline Dyes
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MONTREAL TORONTO WINNIPEG

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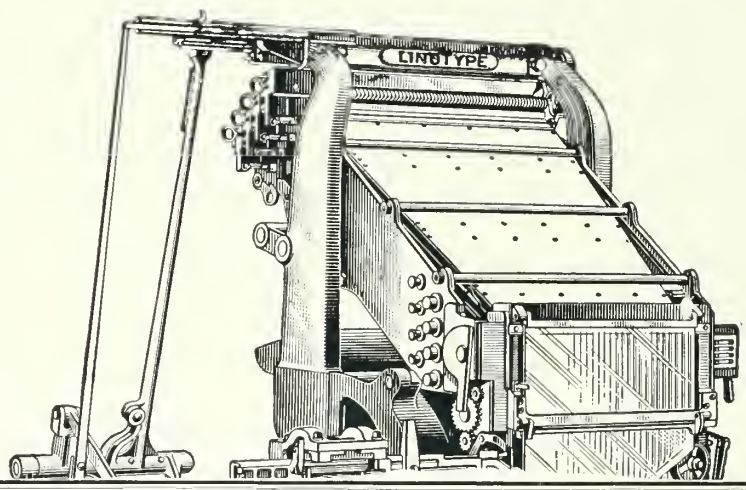
THE MACHINE THAT LASTS

8 Different Faces, 720 Characters
4 Different Body Sizes

FOR the Job Office, the Book Office or the Publication Office, no other Composing Machine approximates this Master Linotype in earning power, quality of product, and varieties of work handled without either mold or matrix change. In the job office the Model Nine IS the Composing Room.



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Circular describing in detail the Model 9 sent on request

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BOND BUILDING, 68 TEMPERANCE STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK	CHICAGO	SAN FRANCISCO	NEW ORLEANS
Tribune Building	1100 So. Wabash Ave.	646 Sacramento St.	549 Baronne St.

Printer and Publisher

CIRCULATION AUDITED
BY THE A. B. C.

May, 1918

IN THIS ISSUE

What Ontario Editors Think of The Censorship Regulations.

The Future of The Reporter, By R. S. Somerville, Vancouver World.

The MacLean Publishing Company, Limited
Toronto Montreal Winnipeg

Tinted Art Cover

Tinted Art is not as strong as Fibrestoc Cover—but in its delicate tints, *Sky Blue*, *Sea Green*, *Primrose*, *Flesh and Grey*, it is ideal for Announcements, Folders, Light Catalogues, Brochures, Inserts, etc.

These tints lend themselves easily to single as well as multi-color printing.

The High S.C. finish for half-tones.

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You save about four cents a pound over imported lines of similar quality.

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BLACK INK

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Only Manufacturers of the famous Non-Offsetting Halftone Black.

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This ink dries at once and you can back up a form immediately.

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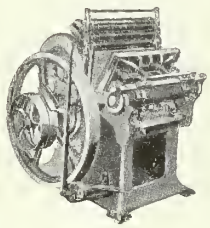
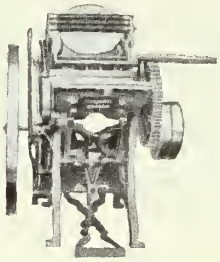
Some Job Press Specials for quick sale

Universal 14 x 22 Latest Model $500



Challenge Gordon 10 x 15



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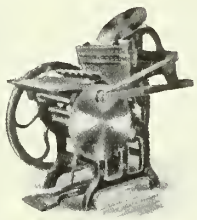

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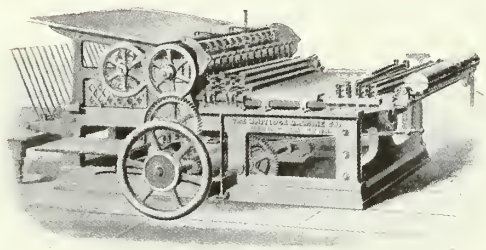
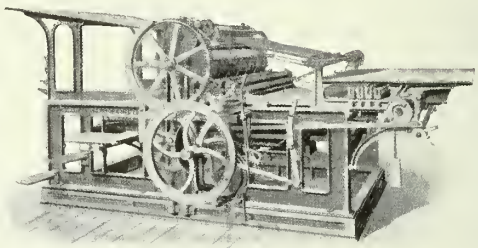
No. 1 8 x 12 $125
No. 2 10 x 15 $200
No. 3 13 x 19 $250

First-Class Newspaper Machines



WHITLOCK TWO-REVOLUTION, rear delivery, bed 35 x 52, capable of handling anything a rear delivery press is built for. Will print a 6-col. quarto paper. Price, $600.

Regular selling price of these machines from $800 to $1,000



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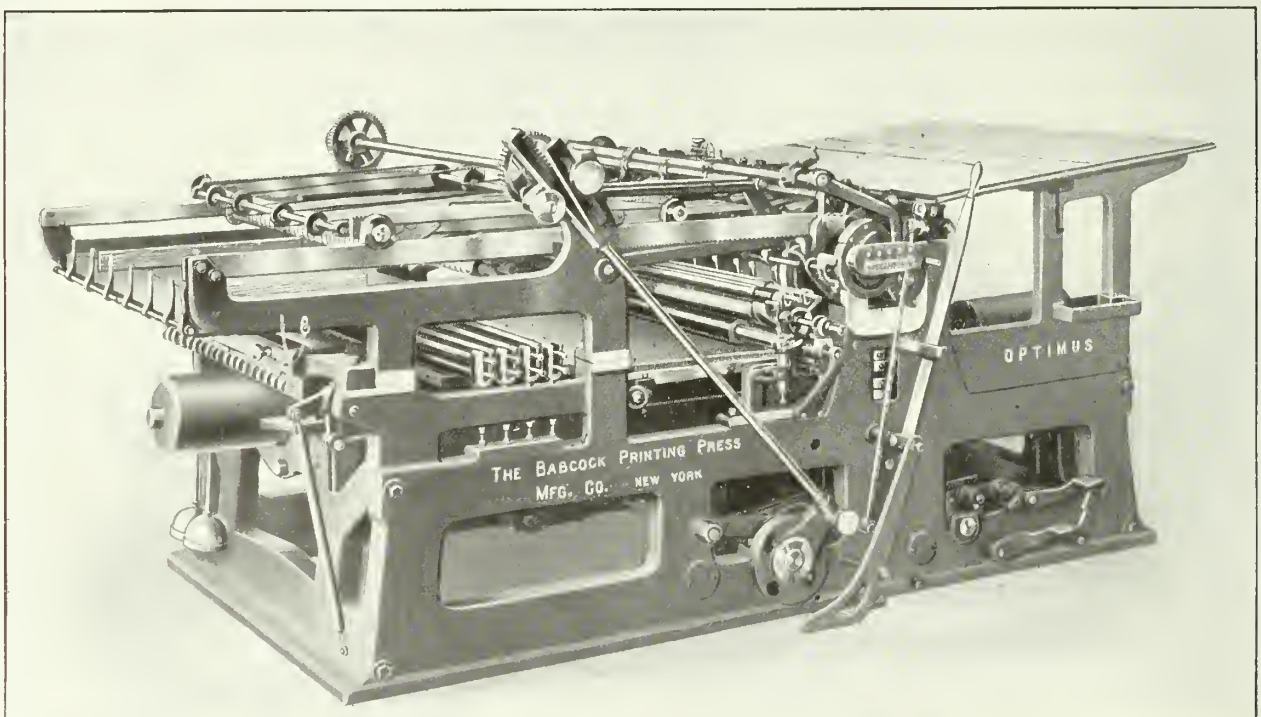
"OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT."



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NEW LONDON, CONNECTICUT. 38 PARK ROW, NEW YORK CITY.
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CAMCO Automatic

Paper Feeding Machine on Printing Presses

Increases output and reduces cost of operation far beyond greatest expectation

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Messrs. Toronto Type Foundry Co.,
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Gentlemen:

The two Camco Feeders which we recently installed have proved very satisfactory on the various grades of work on which we have used them.

They fulfill all you claim for them, and are fully up to our expectations.

The increase in the output from the presses over hand-feed is very noticeable, which, during busy times and shortage of labor is of marked advantage.

Yours very truly,

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Talk the matter over with us. Repeat orders received tell the tale.

These machines are entirely built in our own plant at East Toronto.

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Every Manton Roller can be depended upon to give 100% EFFICIENT SERVICE. Good material, expert workmanship, and modern facilities guarantee their quality. Use them on your best work, where the runs are long and the service severe. You'll find them RELIABLE and DURABLE.

Now is the Time to Order Your SUMMER ROLLERS

You can't tell just when the humid weather will be ushered in. When it does you will need summer rollers badly. Don't run the risk of being held up — apply the "Safety-First" principle and ORDER NOW.

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for
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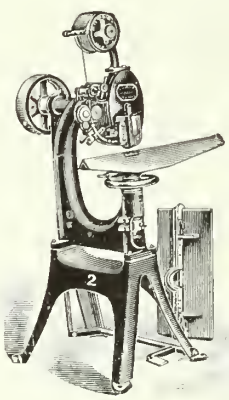
Instantly regulated for any desired thickness from 2 sheets to 7/8 inch.

The **Morrison Stitcher** has been in use for thirty years. Exclusive improvements added from time to time have kept this machine in the front rank of efficiency.



THE MORRISON STITCHER
will take round wire 20 to 28 gauge, or any combination of flat wire between these sizes.

THIS MACHINE
cannot be put out of order by ignorance or mistreatment.

Write to-day for booklet and full information regarding this Stitcher.

ALL OF THESE MACHINES CARRIED IN STOCK

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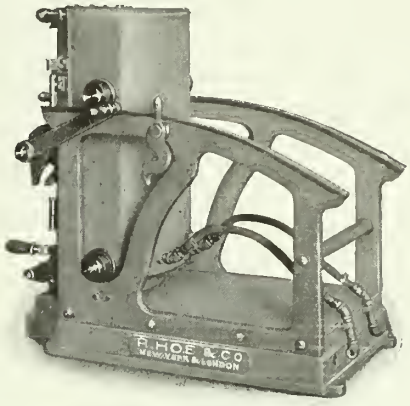
Curved and Flat Plate-Making Machinery

All-Iron Pipe-Frame Form Truck with 6 in. Single-Wheel Roller-Bearing Casters.



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All-Metal Matrix Shears. Cuts 25 inches.

Self-Clamping Matrix Scorching Oven. Gas-Heated.

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We also have, thoroughly overhauled and rebuilt:—

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3000 Impressions Per Hour

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No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
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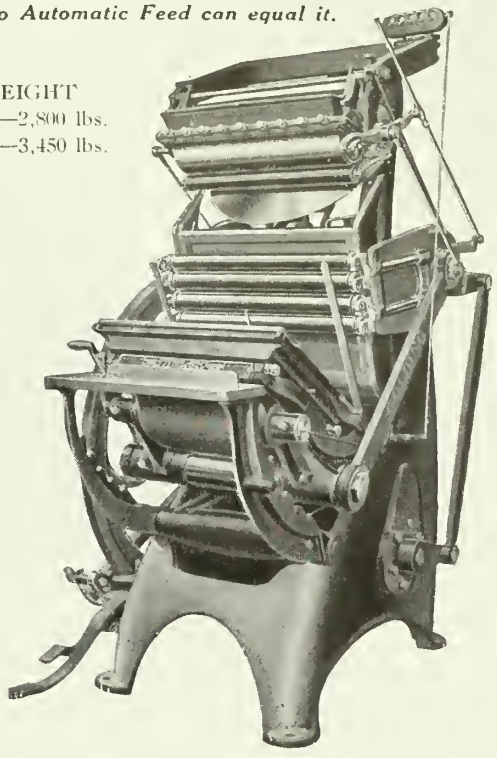

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These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

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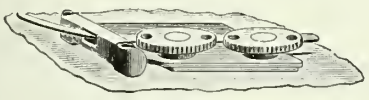

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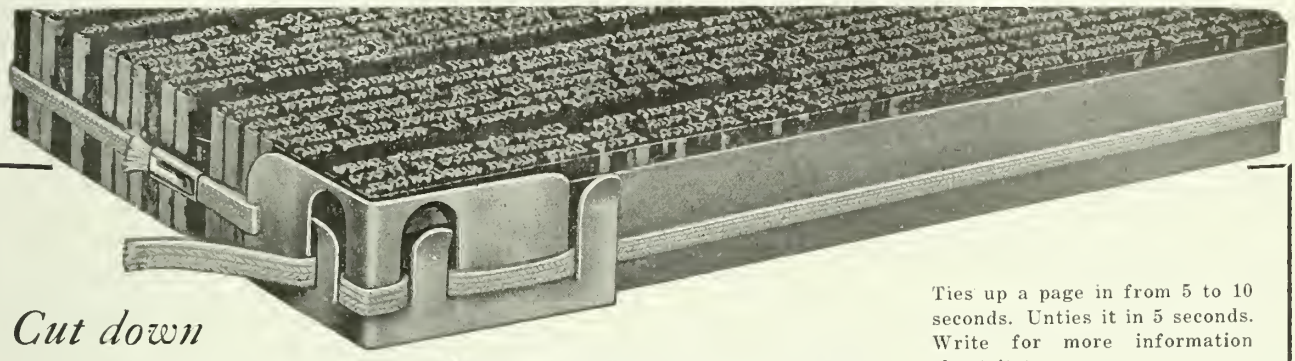
By the set of 3 with key and extra tongues.

QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York



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THE HANCOCK TYPE TIE-UP

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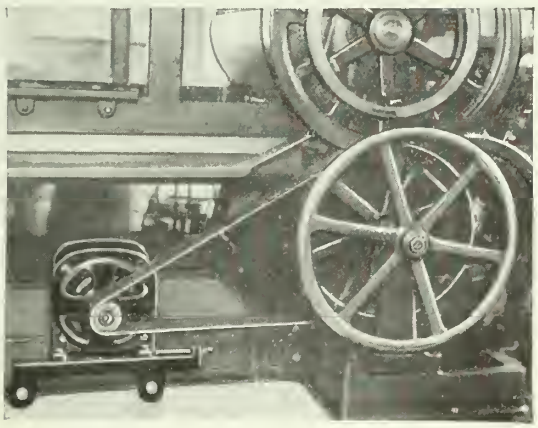

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are "performing" splendidly, everywhere

Their remarkable flexibility of speed-control—

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Their faculty of taking care of themselves and keeping the "trouble-man" jobless—ALL appeal to practical printers who run them and make every Kimble-owner a Kimble booster.

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And don't forget our pioneering in speed-controlled alternating current JOB PRESS MOTORS, nor the fact that they are just as far in the lead of the best of the rest as they ever were.

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add to the appearance of any catalog. They secure that immediate attention that is always followed by close inspection.

They help a catalog to do what it is hoped it will do—sell merchandise.

SULTAN is made in two cover weights, 20x25-60 and 20 x 25-100, called Rhinos. It is also made in 20x25-30, suitable for fly leaves, box covers and pasting.

Any of our representatives will see that you are supplied with a new Sultan Sample Book.

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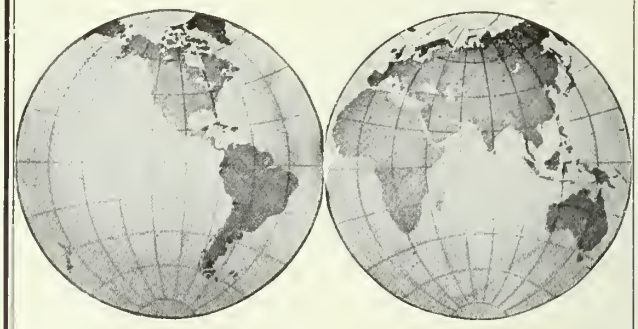

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For there is no better blotting made for the printing trade.

A trial will show you how true this is.

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We carry the "goods"—the right kind of blotting for high grade printing.

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Let us quote and submit samples of the following lines which we handle

Bonds	Cover Papers	Greaseproof & Glassine
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No Better Value at the Money

CONSUMERS BOND

MADE UP TO A STANDARD NOT DOWN TO A PRICE

Notwithstanding the number of similarly priced grades of BOND paper now on the market—we are selling more CONSUMERS to-day than ever before. **It is essentially the bond for the consumer.**

We carry large stocks in white and ten distinctive tints — all standard sizes and weights.

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PROGRESS BOND
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White and six serviceable tints true to color—Blue, Pink, Buff, Green, Canary, Golden Rod, in these sizes and weights:

WHITE	COLORS
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22x34—26, 32, 40, 48 "	22x34—32, 40 "
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Envelopes to match on shortest notice. White "sevens" and "eights" always in stock.

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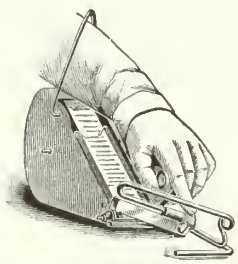
A LETTER WILL BE APPRECIATED

USE YOUR PHONE OURS IS ADELAIDE 1344



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And the results are just as good in every way as the most expensive steel die embossing. How would you like us to send you a sample? Just to try it out.

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WHITE AND FIVE TINTS

A good bond paper at a popular price.

A strong, clear, even paper, it gives excellent printing results. Ask us for a sample. An examination will satisfy you that it is strong in all the qualities desired in a high-grade paper.

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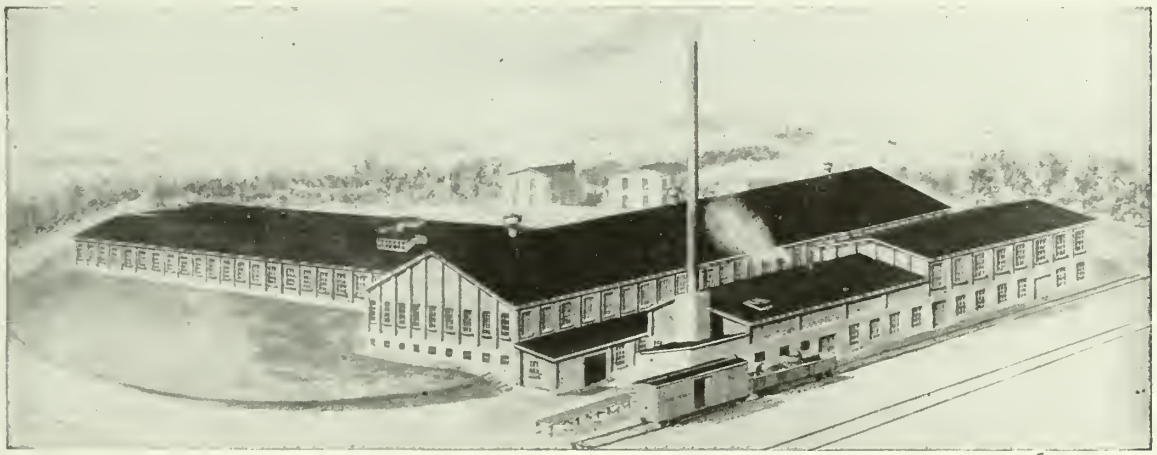

Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

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PROVINCIAL PAPER MILLS CO., Limited

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CONSOL

THIS IS TO ANNOUNCE that the three corporations known as the

Whitlock Printing Press Mfg. Co.
United Printing Machinery Co.
Potter Printing Press Co.

have merged their goodwill, plants and other properties into one organization under the name

Premier Printing Machinery Company

The primary purpose of this consolidation is to enlarge the sphere of usefulness attained by those highly successful companies and their popular products.

Years of success in meeting trade requirements and a fine record of service have won for them the confidence of the Printing, Publishing, and Lithographing Trades. Their consolidation means an extension of that service in every particular—vastly superior to the combined power of the former companies as individually operated.

This exceptional concentration of resources, experience, men and manufacturing facilities will redound to the benefit of the trade by developing the highest degree of economy in the production of printing machinery. The old standards of engineering science, fine workmanship, and mechanical excellence will be still further advanced.

The familiar names by which these products have been known during many years of constant development will be retained. Coupled with

IDATION

them will be the name of the new organization whose determination it is to make all their products THE PREMIER in fact as well as in name.

The Premier Line

Premier Two-Revolution Press
Premier Whitlock Pony Press
Premier Drum Cylinder Press
Premier Two-Sheet Rotary Press
Premier Potter Offset Press
Premier Potter Lithograph Press
Premier Potter Tin-Plate Press
Premier Vacuum Bronzer
Premier Automatic Feeders

To their customers and the entire trade the officers of the former companies extend sincere thanks for liberal patronage and loyal support. In their various capacities in the new organization their efficiency will be multiplied. On this basis they seek to continue the cordial relations which they have always enjoyed.

The distribution of all the above products will be effected through a sales company known as

United Machine & Press Company

Sales Agents for the PREMIER LINE

Main Office, 100 Summer Street, Boston, Mass.

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Accuracy in Composition

requires carefully made equipment

Speed in production demands equipment that performs its function without difficulties arising from imperfect construction.

Utmost consideration is given to these vital points in the design and construction of Hamilton equipment. To insure accuracy, massive machinery and innumerable special machines have been installed in the Hamilton works. To insure speed in production the Hamilton engineers are constantly studying conditions in the composing room and thus keeping the design of Hamilton equipment constantly abreast with the latest practice.

If you want accuracy and speed it will pay you to send for an efficiency engineer. He can study your conditions and offer suggestions that will be worth much to you

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Stephensen, Blake & Co., Toronto. American Type Founders Co., 175 McDermott Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard, Toronto, 7 Jordon St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER
Devoted to the Interests of the Printers and Publishers of Canada

THE FUTURE OF THE REPORTER

By R. S. SOMERVILLE,
Managing Editor Vancouver *World*

THE article on the status of the reporter on the Canadian newspaper which appeared in the last issue of PRINTER AND PUBLISHER again brings up a question which has been discussed among journalists innumerable times but never settled to the satisfaction of the reporting fraternity as a whole, or even of a small part. The average Canadian reporter has a grievance in that his ability and experience have never been adequately recognized or satisfactorily assessed. He is regarded as more or less of a necessary evil on the staff, a man who costs a considerable amount and yet is not a part of the direct process of adding to the paper's income. His usefulness cannot be estimated in dollars and cents, and his rate of pay has never been standardized. Even on one paper the salary list may show amazing inconsistencies.

Looking back on the experiences of reporters on Canadian newspapers during a period of well on to twenty years of active journalism, I contend that they have not been, as a class, fully rewarded. They are usually the last to feel the rewards of good times and the first to receive a cut when an era of depression sets in. The reason is that the men who set the standards of values in newspaperdom almost always have their swivel chairs in the business department. Relative values suffer by the money test. As long as everything is seen through box office spectacles, business getting will continue to rank higher than purely brain work.

Taking the Canadian newspapers as a whole they appear to have only two aims which are absolutely in common—making a profit and avoiding libel. It is only just to say that most of them have other aims and aspirations and recognize their obligation to advance the general good, but these are the two shared in common without a single exception. And, it may be pointed out, the reporter is not directly concerned in either. The proprietor looks to his business department for the first and to his editorial desk men for the second.

Some Revision is Needed

This explains a great deal. It explains, for instance, why a second class advertising solicitor usually draws more pay than a first class reporter. It also explains why the copy readers as a rule draw as much salary as the highest reporter, and frequently more. Speaking from the editorial side, I should say the viewpoint needs some revision, for from it has sprung up a system which has many abuses. The trained and capable reporter is probably worth more to his paper than a subordinate advertising solicitor. He is the man who largely helps to give the paper its personality, and he and his confreres are the personal element representing the paper outside of the office. His hours are long and irregular.

The average proprietor can figure on a commission basis just how much he can afford to pay the advertising solicitor and other employees in the business department. The typographical and other unions connected with the paper assist him very materially in establishing the value of their services and the number of hours' work per day, but when it comes to computing the value of the services of the editorial staff there is no set standard. They are the creatures of circumstances, the only real Bohemian fraternity in this materialistic and profiteering generation. Most of them retain their early fascination for the printed page and the joy of composition a surprisingly long time, and monetary returns are not the chief consideration. The variety of their work has its compensations, but unfortunately it does not pay grocers' bills. They are constantly being recruited from the youth of the land and the traditions of the profession are thus kept green and fragrant.

Where They Drift To

What becomes of the old reporter? Well, he is something of a rare bird, the exception, not the rule. Few men stick to the game long enough to grow old at it. I have no means of stating in actual figures the hundreds of reporters I have known from coast to coast, but it is interesting to recall how very few of them stuck to the reporting game as a permanent livelihood. Of the men I have known several annexed good publicity jobs of one kind or another, most of the latter having the element of stability. Probably one-third of the number drifted for a time at least into desk jobs; half a dozen graduated into magazine work and are enjoying popularity and highly lucrative pay, far from the hum of the presses; probably a dozen others are in the moving picture game, a few went into farming or other pursuits entirely dissociated from journalism, a limited number acquired control of smaller newspapers, some burnt up in the pace that kills, and one lucky chap inherited a legacy and has been busy spending it ever since. Since the war broke out a very fair percentage of the men in harness at the time donned khaki, and not a few sleep among the poppied fields in Flanders.

I have always felt that many a good reporter has been spoiled by becoming a desk man, but no desk man is the worse for having once been a reporter. Quite the reverse. The fact that larger salaries are paid to desk men as a rule has naturally caused the reporter to look to a desk job as the natural order of advancement. Another factor that used to drive reporters into inside work was the open bar. The reporter of a few years ago had temptations which the present day man does not have to face. He is no longer tempted to spend a considerable period of both his working and recreation hours with one foot on a shining rail. With the advent of "two per cent" disappeared both the tempter

and the temptation. Booze and the "treating" fiend drove many a good reporter off the street into the comparative security and greater regularity of an inside job. The hoary headed legend that all first class reporters got most of their best tips inside a barroom was generally believed by men around town who, when they made an engagement with a newspaperman, generally designated some drink emporium as the place of meeting. Frequently the tip the reporter had after such a session showed in his gait and not in the news columns of his paper. This is over and done with. The new generation of newspapermen learned to shun the bar as a good business proposition a number of years before the dry period was legally inaugurated.

Not a Life Work

To sum up, the great trouble with the news-gathering game is that it has permanence as a profession but not for the individual. Probably ninety-five per cent. of reporters use it as a stop gap until something better crops up. They get up to a certain figure after about five years' work and there the limit seems to have been reached and youngsters are trained to take their places when they go into something else. Thus the payroll is kept within a certain figure. Their valuable experience is lost to the paper and to the profession. University students, ex-school teachers, educated out-of-works of all kinds turn to the newspapers for a position when every other prospect fails. The regular staff man sees the permanency of his position imperilled by this constant draft on new and untried material and decides to chuck it at the earliest opportunity.

What is the solution? There is no solution in sight, nor will there be until Canadian journalism develops a place for specialists in the reportorial game and pays them sufficiently to hold them in the profession for good. When this time arrives Canadian newspapers will be able to boast of a higher literary quality in the news columns, and the reportorial staffs will acquire an efficiency and stability they do not now possess.

A New Elk Organ.

St. Thomas *Times*: *The Dominion Elk*, the official organ of the Benevolent and Protective Order of Elks of the Dominion of Canada, has made its appearance. For one so young the publication displays considerable vigor and contains much wisdom, being brimful of news concerning the various lodges and members of the order, as well as possessing an exceptionally well-prepared editorial page. The matter is also attractively arranged, while cuts of prominent Elks are used to good advantage. The paper is published in St. Thomas, and its editor and manager is also a St. Thomas man, Mr. J. Alexander Killingsworth, the Grand Secretary of the Order in Canada. Mr. Killingsworth is to be congratulated on the success of the paper.

NIAGARA FALLS PAPER EXPLAINS WHY AMALGAMATION CAME ABOUT

THE amalgamation of the two papers at Niagara Falls has been completed, and *The Evening Review* is now serving the field. It is apparently the same story that has been told in other Canadian cities in recent months. It is not a marriage for the love of the thing but because there was not enough in it for two papers, and after all, papers have to make money or go out of business. Concerning the change in ownership the *Review* has this to say:

F. H. LESLIE

Publisher of the Niagara Falls *Review*, which has taken over the business of the Niagara Falls *Record*.

"For some time the publishers of the two local papers have recognized that it was impossible for two papers to get decent returns on investment as production costs have gone up so rapidly. To-day it costs 50 per cent. more to turn out *The Evening Review* than it did two years ago.

In the face of business-killing conditions the two papers have made every effort to keep above the current, but finally decided that the only business salvation was a getting together of some sort.

The owners of the *Daily Record* proposed that *The Review* owners buy their plant and business, and after negotiations of some weeks matters were finally arranged to-day and the *Record* plant and business becomes the property of the owners of *The Review*.

The Daily Record, as a separate paper, will appear to-day for the last time. *The Record*, first as a weekly, and now for seventeen years as a daily, has been in the field for about thirty years.

The change in the local newspaper situation is not unique. It is in fact, typical of what is happening all over the world. In the United States last year more than 1,600 papers ceased publication. In Canada many papers have gone out of business in recent years, there being 20 fewer dailies.

Windsor, Galt, Brockville, Woodstock, Cobalt, and many other cities now have one paper only. High publishing costs force amalgamations.

Any business man will admit at once that a newspaper is entitled and must have a reasonable profit on investment or it must go out, and the fact that so many papers have ceased publication shows that papers have not been earning reasonable profits.

Naturally a paper alone in the field is in a position to earn more and this is in the interests of publisher, advertiser and reader.

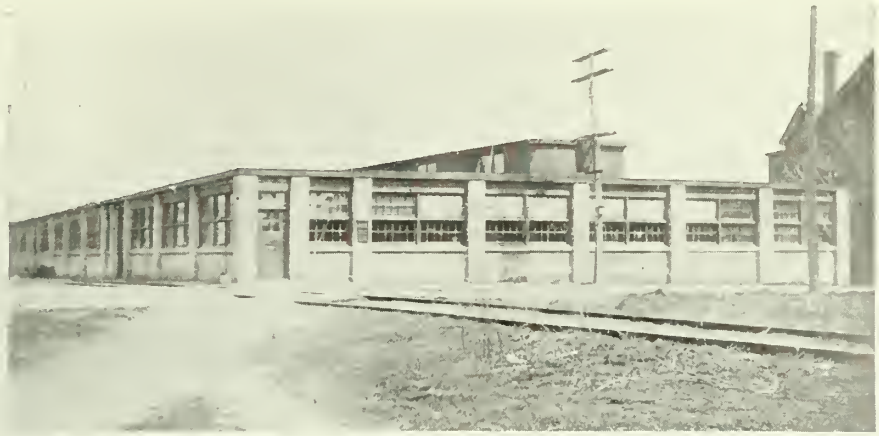
With only one paper, that paper serves the advertisers much more cheaply than when there are two papers covering the same ground.

The one paper can, because of stronger financial returns, turn out a better paper. This the *Review* promises now. The consolidation of plant will add two linotypes to *The Review* equipment and this greater machine capacity will, when preliminary changes are complete, be reflected in the quality of the publication. Several additional members are being added to the staff.

At this time it may be of interest to *Review* readers to learn that this was the first paper published in Niagara Falls. It was founded in 1879 by J. E. and W. E. Anger. They are both still living, the former at Ridgemount, this county, and the latter in Toronto. J. E. Anger, after a dozen or so years sold to the late J. B. Stephens, and he with his son, H. P. (now Mayor Stephens), published *The Review* until 1904, when the present manager bought the business. *The Review*, in its almost 39 years of existence has had in effect but three owners. For several years in the eighties it was alone in the field, and again in 1918 it is alone in the field.

Start the Fernie *Ledger*.

A Western despatch says that the miners of District 18, United Mine Workers of America, have decided to put the Fernie *Ledger* in operation once more. This paper has had a rather checkered career, the miners having owned it and operated it for the purpose of having a medium through which to reach their members in the various camps of No. 18 district. In this way a good circulation was almost a certain thing for the paper. Each election that was held brought a new set of officials from the miners, who in turn wanted to have their views put into practice in the conduct and policy of the paper. It has been of recent years a strongly pronounced Socialist publication, this finding favor with the miners generally. *Ledger* has a good plant, but its success has been rather indifferent.



EAST TORONTO FACTORY OF TORONTO TYPE FOUNDRY
Formerly repair department, but used later for making of munitions—Now manufacturing Camco feeders and Cleveland folders Has 24,000 square feet on one floor.

MAKING FEEDERS AND FOLDERS FOR EXPORT SELLING

The Toronto Type Foundry Establishes Important Industry in Canada—Big List of Enquiries for Them — Formerly Turned Out in a British Factory.

THE Toronto Type Foundry has taken a long step in solving its after-war situation. The officials have gone farther. They are right now actively engaged in planning for the manufacture of machinery on an export basis, their East Toronto plant now being used in turning out the Camco Continuous Feeder and the Cleveland Folder,

"If Canada is going to have an export trade," stated E. E. Palmer, treasurer of the Toronto Type Foundry, and manager of the factory on Coleman Avenue, "the work must be started right now. It has been our experience that, given an equal chance, we can compete successfully on neutral ground with other firms making our line of goods. There is no reason why the Canadian article should not do this. To say that it cannot be done is making an admission that none of us would care very much to own up to."

A Modern Establishment

The plant of the Toronto Type Foundry on Coleman Avenue, is bright, airy and up-to-date. Before the outbreak of the war it was used as the repair department, being the largest of its kind on the continent for this purpose. The management is not encouraging the trade in second hand machinery, it having been their experience that more satisfactory business all around can be done in other ways.

At the outbreak of the war, or shortly after, when the manufacture of munitions was commenced on a large scale in Canada, the Toronto Type Foundry took a contract for the 4.5 shell and turned out some fifty thousand of these. Not only were they successful in their work, but several helpful devices were brought on by W. J. Rennie, the superintendent of the plant, which were put into use in many of the large establishments, saving labor and greatly increasing the output.

The Next Step

The commandeering of shops in England by the government started the Canadian concern looking into the possibility of building up a new line of manufacturing here. The Toronto factory has a floor space of 24,000 feet, and is well equipped in pattern rooms, tool room and general machine shop practice. The Camco feeder was being made for the Toronto Type Foundry's London, Eng., office under contract in the shop of Mann & Co., at Otley, Yorks., and some seven or eight of these machines had been turned out when the plant was taken over by the British Government and turned over to war orders. The feeder had gone past the experimental stage. It had been doing exacting registers on three and four impression runs, and fed to the capacity of the cylinder of any press to which it was attached. There was a good market opening and the decision was made to bring the industry to Toronto, here to manufacture for Canadian users and for export purposes. It is rather interesting to note in passing that one of the first feeders made was placed in the office of Messrs. De La Rue in London, and attached to a Furnival press to print pound notes when there was a rush for paper money owing to the temporary shortage of gold.

W. J. RENNIE,
Formerly Linotype Builder, now Superintendent of Toronto Type Foundry Factory.

A Very Heavy Outlay

The Type Foundry has a large amount of money tied up in their plant here, and it will probably be more before they reach the point where they will be receiving adequate returns for their investment. Along with the Camco Continuous Feeder they are making the Cleveland Folder, a machine that needs no introduction in the printing trade. The Toronto people hold the patent and other rights for this machine for the world outside of the United States and South America. The first machine is now on the erecting floor at the factory, and it is expected that it will be ready for operation in a few weeks. This machine, of course operates without tapes and without knives, and has some 150 or 160 folds. The amount involved so far in this undertaking is about $75,000, while in the feeder the company has already put about $90,000.

A Big Undertaking

The turning out of the feeders is a big undertaking. It is not in any sense of the word a repetition of standardized work because every feeder that is turned out is made to fit the press it is intended to serve, and is timed accordingly. It can be seen that this means the keeping up of a very efficient drawing room. W. J. Blair is in charge of this department, and associated with him are six draftsmen. Mr. Blair, before coming to Toronto was with Messrs. Combe, Barbour Ltd., Belfast, and the Pennsylvania Railroad at Altoona, Pa. Every feeder has first to pass through this department, and drawings are made for it. There are, of course, certain standards to work to, but for the most part the entire design has to come fresh every time from this room.

The pattern room is also a well equipped place, mahogany being used exclusively. Adjoining this is, according

to the superintendent, the most important place in the shop, the tool room. "Get your work right here," said Mr. Rennie, "and your finished machine will be all right. Let things slide through your tool room and you invite all the kinds of trouble that ever got inside a machine shop." It is a fact that a very great deal of attention is paid to matters of detail in this shop. The machine shop is immediately behind this. William Glasgow, for twenty-five years with the Jenks Co., at Sherbrooke, Que., has also had much to do with the working out of the plans in the shop.

The Erecting Room

There are some 1,200 parts in the Camco feeder, many of them being small and very easy to lose. For the purpose of erection travelling racks are made. There are compartments to take in every piece of the machine placed in the order used in setting up. Once a rack is loaded it is wheeled off to the erection department, where the mechanics start to work, knowing that all they want is there without any walking around to get the material needed.

The feeders are in operation from Edmonton on the west to Montreal on the east.

"Canada will not be able to take the output of the factory for either folders or feeders. We know something of the business that is offering," said Mr. Palmer, "through inquiries we are receiving. The export business can be held through the protection of the patents on these machines, and we look to Europe, Australia and South Africa for good markets. It may seem strange, but we have had one thousand inquiries from China in regard to the folder. Just now it is hard to go ahead with the work as we would wish on account of war conditions, but there is a big feature for this part of the business."

Globe Carrier Boys.

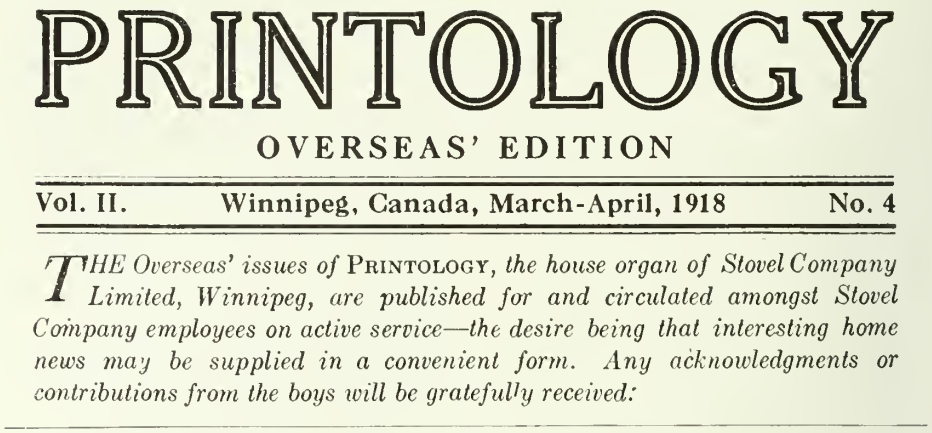
The annual dinner for the *Globe* carrier boys was held at the Central Y.M.C.A. in Toronto. Medals were given for 100 per cent. efficiency in delivery to 41 of the 116 carrier boys. Stewart Lyon, managing editor of the *Globe* gave an address on the Canadians in France. J. F. Mackay, business manager, presided, and Dixon Burns, of the city circulation department, also spoke. Suitable entertainment was provided for the boys. When the first efficiency contest one was conducted the *Globe* had 60 carriers. The number of carriers had increased to 116, together with an increase in the average number of papers carried by the boys. In the first year 22 boys had proved themselves 100 per cent. efficient, the next year there were 25, and last year 19 boys had been awarded the medal. The 41 winners this year were also given a cash prize of $5 each, in addition to $8 paid each efficiency boy during the progress of the contest in monthly bonuses.

STOVEL HOUSE ORGAN KEEPS UP TOUCH WITH THE MEN OVERSEAS

THE overseas edition of "Printology," the house organ of the Stovel Co., of Winnipeg, is an interesting publication. It is given over almost entirely to news of and letters from the Stovel Co. boys at the front. Its sixteen pages are all well illustrated.

Long reference is made on the front page to the matter of crop production this year, and the urgent need for greater efforts than ever.

Here is shown a portion of the front page:



PRINTOLOGY

OVERSEAS' EDITION

Vol. II. Winnipeg, Canada, March-April, 1918 No. 4

THE Overseas' issues of PRINTOLOGY, *the house organ of Stovel Company Limited, Winnipeg, are published for and circulated amongst Stovel Company employees on active service—the desire being that interesting home news may be supplied in a convenient form. Any acknowledgments or contributions from the boys will be gratefully received:*

WOODSTOCK SENTINEL-REVIEW PAYS PENALTY FOR DOLLAR DAY WORK

ONE dollar fine and $92.20 in costs assessed against the Woodstock *Sentinel-Review*. That is the result of a case that has attracted considerable attention. the action probably hinged on the premium feature, which has been made part of the programme in order to secure for the stores bearing the cost of the advertising the full benefits of the business of the day. The following is the case, as reported in the Woodstock *Sentinel-Review*:

Judge Wallace gave judgment on Saturday in the case against the *Sentinel-Review* for publishing Dollar Day advertising. He found the *Sentinel-Review* guilty of an offence under the Criminal Code, and he imposed a fine of one dollar and costs, which he fixed at $92.20. The text of the judgment is as follows:

The King vs. the Woodstock Sentinel-Review Co., Ltd.

This is an indictment under section 236 of the Criminal Code, which is as follows:

"236. LOTTERIES: Every one is guilty of an indictable offence and liable to two years' imprisonment and to a fine not exceeding two thousand dollars, who—

"(a) Makes, prints, advertises, or publishes or causes or procures to be made, printed, advertised or published any proposal, scheme or plan for advancing, lending, giving, selling, or in any way disposing of any property, by lots, cards, tickets or any mode of chance whatsoever; or

"(b) Sells, barters, exchanges or otherwise disposes of, or causes or procures, or aids or assists in the sale, barter, exchange, or other disposal of, or offer for sale, barter or exchange, any lot, card, ticket, or other means, or device. for advancing, lending, giving, selling or otherwise disposing of any property, by lots, tickets, or any mode of chance whatsoever; or,

"(c) Conducts or manages any scheme, contrivance or operation of any kind for the purpose of determining who, or the holders of what lots, tickets, numbers or chances, are the winners of any property so proposed to be advanced, loaned, given, sold or disposed of.

"2. Every one is guilty of an offence and liable on summary conviction to a penalty of twenty dollars, who buys, takes, or receives any such lot, tickets, or other device as aforesaid.

"3. Every sale, loan, gift, barter or exchange of any property, by any lottery, ticket, card, or other mode of chance depending upon or to be determined by chance or lot, is void, and all property so sold, lent, given, bartered or exchanged, is liable to be forfeited to any person who sues for the same by action or information in any court of competent jurisdiction."

I find the Woodstock Sentinel-Review Company, Limited, is guilty of an infringement of this section, and I impose a fine of one dollar and costs, which I fix at $92.20. J. G. WALLACE,
Judge, County of Oxford.

HOW COSTS ARE MADE UP

The costs in connection with the case, amounting to $92.20 are made up as follows:

Subpoenas, 11 witnesses	$11.00
2 days' attendance of witnesses	10.00
Court crier, two days	4.00
Calling witnesses	2.20
Constable, two days	3.00
Court stenographer, two days	12.00
Clerk of peace	8.00
Crown Attorney attending trial and at police court	42.00
	$92.20

What The Canadian Press May Not Publish

Federal Regulations Framed to Govern the Publication of Unwise Discussion — Much Can Wait Until the Cessation of Hostilities.

REGULATIONS to govern the publication of "statements, reports or opinions" on certain question arising out of the state of war by newspapers and other periodicals and also orally by individuals are embodied in an order-in-Council passed by the government under the authority of the War Measures Act and approved by the Governor-General.

Text of the Order

Whereas the ultimate constitutional authority of the people of Canada has determined that the present war in which Canada with Great Britain and her allies is engaged is a just war, entered upon for just cause and from the highest motives, and one that should be prosecuted without faltering to a conclusion which shall ensure the attainment of the purposes for which it was so entered upon;

And whereas the mind of the entire people should be centred upon the proper carrying out in the most effective manner of that final decision, and that all questioning in the press or otherwise of the causes of that war, the motives of Canada, Great Britain or the allies, in entering upon and carrying on the same and the policies by them adopted for its prosecution, must necessarily divert attention from the one great object on which it would be so centred, and tend to defeat or impede the effective carrying out of that decision;

And whereas the day for consideration and discussion has passed, and the day for united action in execution of an unchangeable decision has come, and it is therefore necessary to remove every obstacle and hindrance to such united action;

And whereas it is desirable to prohibit the publication of secret and confidential information as hereinafter set forth;

Therefore his Excellency the Governor-General-in-Council, on the recommendation of the Minister of Justice, under and in virtue of the powers conferred upon the Governor-in-Council by the War Measures' Act, 1914, is pleased to order and enact an order and regulation, and the same is hereby ordered and enacted in the terms following, to wit:

1. It shall be an offence:

(a) To print, publish or publicly express any adverse or unfavorable statement, report or opinion concerning the causes of the present war or the motives or purposes for which Canada or the United Kingdom of Great Britain and Ireland or any of the allied nations entered upon or prosecutes the same, which may tend to arouse hostile feeling, create unrest or unsettle or inflame public opinion;

(b) To print, publish or publicly express an adverse or unfavorable statement, report or opinion concerning the action of Canada, the United Kingdom of Great Britain and Ireland or any allied nation in prosecuting the war;

(c) To print or give public expression or circulation to any false statement or report respecting the work or activities of any department, branch or officer of the public service or the service or activities of Canada's military or naval forces, which may tend to inflame public opinion and thereby hamper the Government of Canada or prejudicially affect its military or naval forces in the prosecution of the war;

(d) To print, publish or to publicly express any statement, report or opinion which may tend to weaken or in any way detract from the united effort of the people of Canada in the prosecution of the war;

(e) To print, publish or publicly express any report of, or to purport to describe or to refer to the proceedings at any secret session of the House of Commons or Senate held in pursuance of a resolution passed by the said House or Senate, except such report thereof as may be officially communicated through the Director of Public Information;

(f) Without lawful authority to publish the contents of any confidential document belonging to, or any confidential information obtained from, any Government Department or any person in the service of his Majesty.

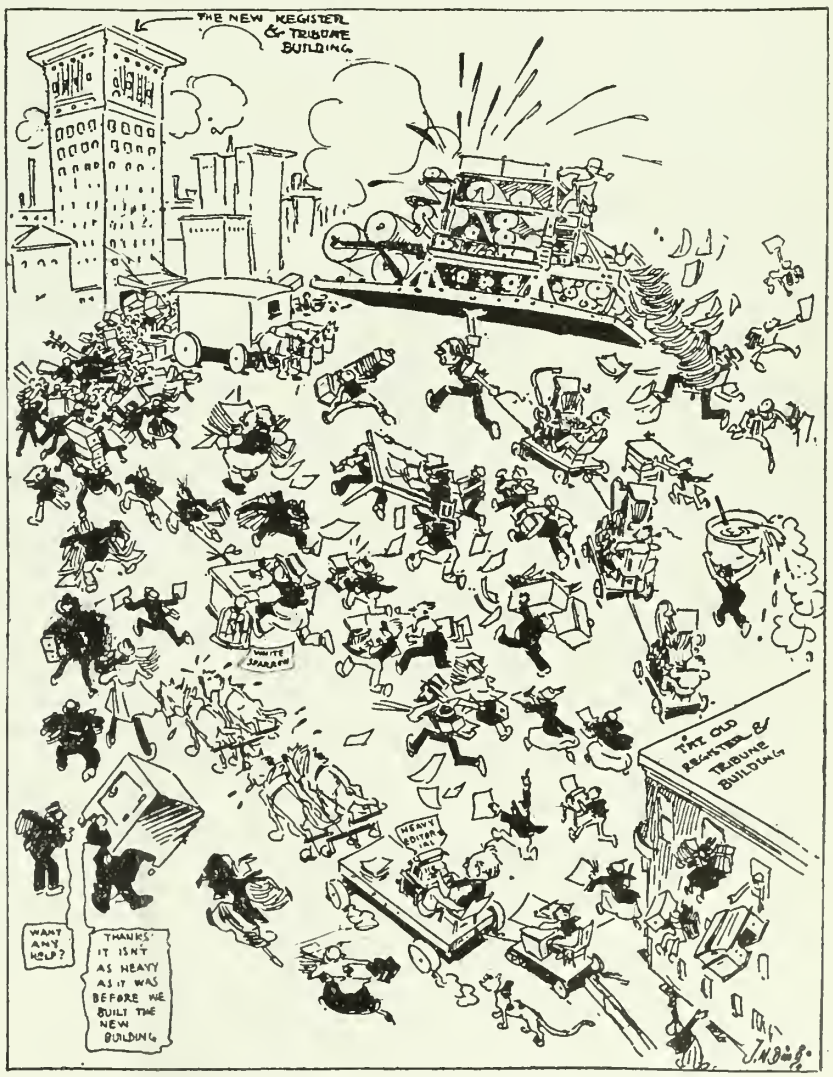
2. Any person found guilty of an offence hereunder shall, upon summary conviction, be liable to a fine not exceeding five thousand dollars ($5,000), to imprisonment for not more than five years or to both fine and imprisonment.

3. If the Governor-in-Council, upon the report of the Secretary of State of Canada so directs, all copies of any publication which has been in his judgment, printed, issued, circulated or published in contravention hereof shall be seized and destroyed by any person authorized so to do by the Secretary of State, and the presses, plant, machinery and material used or to be used in the printing, publication or circulation of any such publication containing matter in the judgment of the Secretary of State for Canada printed or published in contravention hereof, shall be seized and the premises where the same are printed or published may be closed indefinitely or for such period as the Secretary of State for Canada may direct.

4. For the purpose of carrying the above provision into effect the Secretary of State for Canada may issue his warrant to any such person under his hand and seal of office, directing any such publication to be seized or destroyed and any such presses, plant, machinery and material to be seized and the premises wherein the same are printed or published to be closed.

5. Any person so authorized as hereinbefore provided may require the assistance of such persons and make use of such force as he may deem necessary for the execution of such warrant.

6. Nothing in the present order and regulation shall be deemed to affect the absolute privilege of members of Parliament or any statement made by any such member as such in the Senate or House of Commons of Canada.


THE NEW REGISTER & TRIBUNE BUILDING
THE OLD REGISTER & TRIBUNE BUILDING
WANT ANY HELP?
THANKS IT ISN'T AS HEAVY AS IT WAS BEFORE WE BUILT THE NEW BUILDING

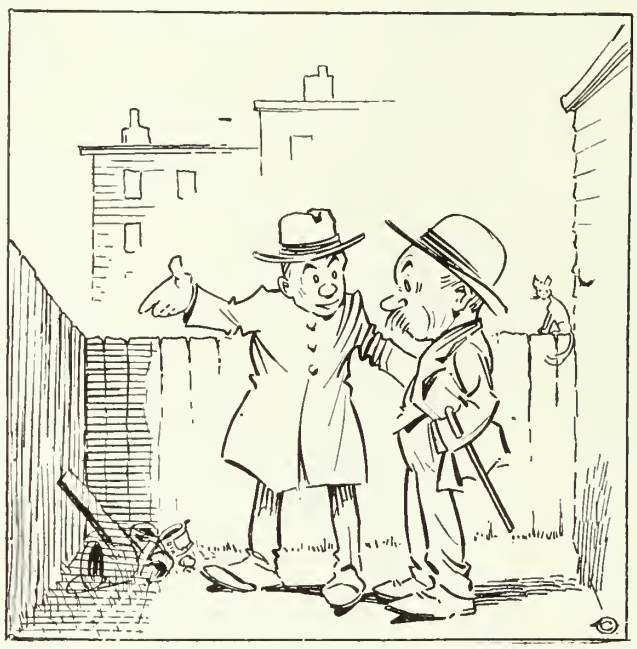
How a newspaper plant changes its location. This is the impression of J. N. Darling of the Des Moines "Register and Tribune" when that paper moved into its new thirteen storey home recently.

Six Point Houses With Yards Like the Old Quarter Sheet Bills You Specialized On

Toronto Real Estate Dealers Pick Off Long Takes When It Comes to the Power of Description—Only One Who Goes Through the Mill Can Realize the Bold Face Series Used in Lining Up the Good Points.

BY A. R. KENNEDY, WITH ILLUSTRATIONS BY W. F. CASEY

"THIS house was heated on three tons of coal last winter. During the coldest weather the folks used to open the doors and windows to keep the temperature from going so high that it would shove the lid off the thermometer. Warm? Well I should say yes. Coal dealers would starve if they had to depend on houses like them for business. The firm that built them furnaces failed up because when a man bought one he was 'tended to for the rest of his natural days. Hardwood? Yes, all through, solid oak except for the back stairs, upstairs, the kitchen floor and some of the front hall. Good, deep lot, fine place for a garden. It's a full seven feet from the back door to the fence. Good place for growing vegetables and keeping a few hens. Well decorated, paper cost seven cents a roll, and the man who lived here before was mighty handy with the whitewash brush. Dandy outlook here. No chance of any person coming along and building on the two feet that separates you from the house next door. Handy to schools and churches. Just sixteen blocks to a central and three minutes to the Glad Hand Mission. Nice quiet street for the children to play on, too. It's over two weeks now since one of them's been run down and hurt bad. Nice big parlor, splendid dining room, and look at the size to the kitchen. There's room enough for the milkman to reach in and punch the ticket without moving the furniture, and you can always open the shed door to get elbow room to crank the kitchen range."



"Good deep lot! Fine place for a garden and keeping a few hens . . . full seven feet to the back fence!"

After the real estate dealer works all that off his chest in three breaths he looks wise. It's a good thing to look wise at times. It's just as good policy as it is to assent to everything when you're in a conversation that's past your vest pockets in wisdom and rapidly crawling up around your neck. After looking wise for a couple of seconds the real estate dealer returns to his normal appearance and honks once more for the next crossing on the road to conviction. He works you over to the front window, intimates that one of his clients cleaned up a whole $15,000 on a cottage deal over the way. He speaks in big terms. Fifteen thousand said quick is as impressive as the day when a subscriber comes into the front office, tells you that he likes the paper, and slides across two years in advance. The real estate man uses the words "good buying," "strictly residential section," "easy to handle." As a last card he sticks his thumbs into the places where the sleeves ought to grow in a vest and says, "Just like payin' rent."

Hunting houses in Toronto is a different proposition to what it used to be before the fatal sixteenth of September. At that time the cadi used to beam like a new barn lantern at every chap who fell by the way if he could unhook his tongue long enough to lisp "shouse shunting." But the mustard's been scraped from the sandwich since then, and now the man must take his chances, like the lad who borrows the delivery outfit to go courting, only to find that he's been ousted by the chap on the back of whose father's yard rests a flivver barn.

After all the real estate agent fills quite a hole in the atmosphere.

He also burns up quite a heap of gasoline.

He has houses in series and fonts. He has the narrow house, the condensed series; they're built on the six point plan. The kitchen, dining room, parlor and bedrooms are all carved and patterned on the 'arf-pica scale, while the hall looks like a couple of two point leads that have been running partners in the t. f. column for three months. Yards About the size of the quarter sheet auction sale bills that sold at $1.50 for 50, with 20 pinned up in the stores and hotels as part of the purchase price. Great days them. And then had to wait until things were settled up after the sale to get the one-fifty. Of course that's neither here nor there with huntin' a house only it's a historical fact the same as Christopher Columbus discovering America, and it does no particular harm to record it now and then.

One agent told us about a house on a wooded lot. He spoke of the trees. We thought it would be like the place where we used to carve shinny sticks from second growth hickory, and get iron wood slabs to make the annual series of spring bitters. He drove us past a park lot. Then he stopped in front of a house. It was about like a minion face on an eight-point slug, the extra half lead being taken up in the walk that meandered around to the rest billets in the rear of the front line trenches.

There was a tree, and the agent said to look at it.

It looked like a wood font "Q" that had been washed in lye, rinsed off in water and left to get over the bath.

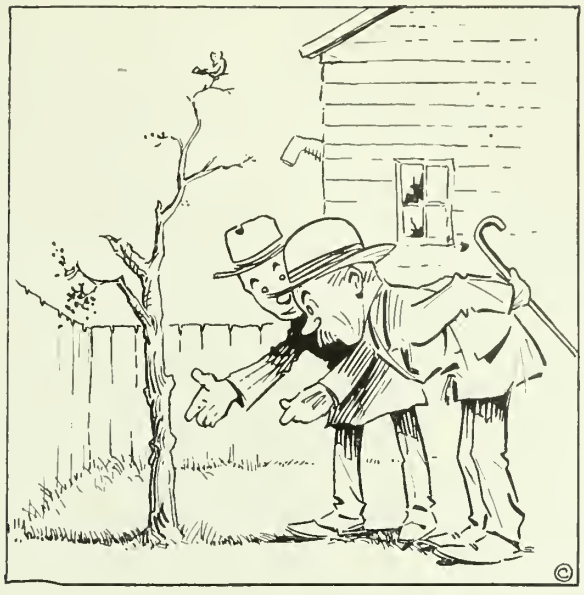
That tree had a great constitution. With half a chance it would have made a cedar of Lebanon look like a shrub.

The agent also suggested that we go around and give the back yard the once over. He said it was well "laid out."

His batting average in the accuracy league went up here. "Laid out" was the right slant. It looked like the squirt the barnstormer gets on a 14-point slug with the jaw open to a full thirty ems. He told how a man

had a garden there last year. He got as far as the point where he raised a tomato and had heard his pet cabbage slammed against the shed door on Hallowe'en night. Knowing what happened to Ananias we were willing to take his word for the rest of the narrative.

Another dealer showed us a house that was decorated. He said there was good taste in the work. So there was if you liked any color as long as it's yellow. It looked like the two-color envelopes we used to print for ourselves when the boss was out in the country looking up some of his cord-wood subscribers. Just the same as type lice—they're never found outside a print shop—neither are good decorations found outside the house that the real estate dealer is trying to wish on you.



There was a tree and the agent said, "Look at it."

Every person seems to want a bungalow now. If you want to sell quick call your house a bungalow. Never mind if some person before you did put the bungle into bungalow. And don't forget the sun room. They're great things. Too cold in winter and too hot in summer. But get 'em; insist on 'em. They're great things and powerful handy for stowing away the relatives who, under the Military Service Act, come in the category of Exhibition visitors—but these folks are always graded Class A and medically fit when they pull their vest buttons up against the dinner table. But there, we're off the track again, all mixed up like throwin' a handful of small pica into the much-respected script case that used to set callin' cards and funeral notices.

But good land, how they do pack houses into some of the streets in Toronto! It isn't even good thin spacing. It reminds one of the grand old phrase that always romped in at the end of the sale bills, "and other articles too numerous to mention." Crowded? Well, we should say so. Jammed as tight as the last two lines of a take that's got to break even for a turn-over to a page that went down the hoist half an hour ago. No em quads between the dwellings, no room for initial letters, just straight setting on a lean six point. That's how those rows of houses look. No double-leaded stuff, no rules or dashes—nothing that's worth working the hook for to fatten up your string. Just as solid as the days when we used to shove two pieces of furniture in the lower corners of the small cap case to make a lampstand to set up an executor's notice in the old three-nick nonpareil. The office would sit up all night for such an event as there was generally some real money in it, and it was classed as highly desirable business. But there we're side-stepping again.

And prices? Stickin' to prices is like trying to carry an armful of eels. It can't be did. When the agent has it all reckoned out that the thirteen-foot lot the house stands on cost $1,500 and the house stood them $3,000 to put there, making a $4,500 outlay, it's high time to slip a charge of rock salt in the old muzzle-loader and see where you're at. As soon as he mentions $4,500 you proceed with a short course in mental arithmetic, using the division and subtraction methods. Forget all you ever knew about addition or multiplication. Look him in the eye like they do in the movies, and say you'll pay $2,600, with $115.20 down. You get a free ride to the nearest street car track. The real estate man sticks a sign on the house, which, being interpreted reads, "Sold." He wears a smile like unto that of the P. D. the first time he ever kicked off a thousand dodgers on the Gordon. Great business this house-hunting.

He said there was taste in the papering . . . and the man who used to live there had been handy with the whitewash brush.

A correspondent of PRINTER AND PUBLISHER sends the following:

"No blue sheet and envelope came for this month's budget, but here we are just the same. I don't know whether the omission is intended as notice that my services are dispensed with or not, but regardless of such notice, intended or otherwise, this is to inform you that I refuse to be fired, resign, or be retired in any shape, manner or form. Like the Vicar of Bray, I'm on the job for life."

Now it didn't take long to write that, but there's a heap in it. Many a man could have sent us a column and said less. The correspondent that won't be fired—who, if he gets fired won't stay fired—who doesn't sore up because his supplies for the month fail to appear! Good land, he's like the whipped cream that makes an ordinary cake seem like a real spread, or the mustard pickles that transform a hand-out into a banquet.

A printing supply house in a little book sent out has an item on how to keep paste from going sour. A lot of chaps, turning out strictly fresh and original editorial pages every day have solved the problem long ago.

Your cheap price may get you a first order, but if there is no quality in your output your chances for a repeat order are very poor, and deservedly so.

J. J. Sheppard, editor of the Miami *Rounder*, has fallen short of the justice. He was mulcted $50 for carrying a revolver and a rifle. His defence was that he'd been threatened and carried the arsenal so he could deliver his paper in safety. But if every editor who has been warned that his dome would be caved in carried weapons the fraternity would look like a bloomin' battery all set for action.

A Scheme That Hatched Out Two Full Pages

Kingston *Standard* Used Telegraph Idea to Stimulate Interest— Offers Prizes For the Rewriting of the Ads. Which Makes It Certain That They Will Be Well Read.

IN these days of feature advertising a man has to plan for some time before being able to say that he has brought out a new one. It looks as though the Kingston *Standard* has almost done the trick with a couple of pages of special advertising they have worked up in a novel manner. The page of their paper holds twelve spaces, each of them representing a telegraph form. In these are messages sent to business firms, written from an advertising point of view. For instance, here's one that brought business from a cafe man:

Belleville, April 8

Peter Lee, Prop. Grand Cafe,
Princess Street, Kingston:

Will reach Kingston on Grand Trunk local on Friday evening with party of twenty. Arrange to furnish supper and box lunches for excursion. I know that yours is the best cafe in Kingston and will expect you to live up to your reputation as a provider.

A Booster

An added interest is given to the idea by opening a contest for the rewriting of the advertisements on the page. The announcement of this runs as follows:

"These messages on this and the adjoining page are of vital importance to everyone, but we believe they can be 'boiled down.' If you can do it, your brevity may win you money. Rewrite each one of them in not over 20 words, not including address or name of firm. You need not use the same words used in these messages. Send or mail your rewritten telegrams to the Contest Editor, *Standard* Office, not later than 6 p.m., Monday, April 22nd. Neatness will be considered in awarding prizes. Awards will be as follows: First prize, $10 order on any of these merchants for merchandise of your selection; Second price, $5 order for merchandise; third prize, $3 order for merchandize; fourth prize, $2 order for merchandise; fifth, sixth, seventh, eighth and ninth prizes, each orders for $1 worth of merchandise. In case of tie, prizes of equal value will be given. No matter where you live you can enter this contest. Read all the ads, therefore on both pages and get busy."

Here are four of the ads, much reduced, given to show the general line along which they were made up. It looks like a legitimate and interesting way in which to chase in a couple of pages of extra business:

CANADIAN PACIFIC R'Y. CO.'S TELEGRAPH
TELEGRAM
CABLE CONNECTIONS TO ALL PARTS OF THE WORLD
J. McMILLAN, Manager Telegraphs, Montreal

Toronto, April 8th

MRS. NEWLY WED,
Amy Street, Kingston

Do not fail to see the display of electric cooking and housekeepers' labor saving devices on display at the Civic Utilities new show rooms, 268 Princess street. I use my electric iron and electric toaster every day and would not be without them, in fact I am so well pleased with them that I anticipate putting in an electric range before the hot weather and advise you to do the same.

AUNT MAUD

CANADIAN PACIFIC R'Y. CO.'S TELEGRAPH
TELEGRAM
CABLE CONNECTIONS TO ALL PARTS OF THE WORLD
J. McMILLAN, Manager Telegraphs, Montreal

Belleville, April 8th

PETER LEE, Prop.,

Grand Cafe, Princess St.,
Kingston

Will reach Kingston on Grand Trunk local Friday evening with party of twenty. Arrange to furnish supper and box luncheon for excursion. I know that yours is the best cafe in Kingston and will expect you to live up to your reputation as a provider

A. BOOSTER

CANADIAN PACIFIC R'Y. CO.'S TELEGRAPH
TELEGRAM
CABLE CONNECTIONS TO ALL PARTS OF THE WORLD
McMILLAN, Manager Telegraphs, Montreal

Kingston, April 8th

NORDHEIMER PIANO & MUSIC CO.,

Toronto, Ont.

Order another Baby Grand for brother of party to whom we delivered one from our music room yesterday. Forwarding you signed contract by mail tonight. The outlook for both Nordheimer and Steinway Pianos here is very bright. Also send express five Aeolian Phonographs in mahogany, you have on order. Customers are waiting for same.

R. J. RODGER, Jeweller,

Princess Street.

CANADIAN PACIFIC R'Y. CO.'S TELEGRAPH
TELEGRAM
CABLE CONNECTIONS TO ALL PARTS OF THE WORLD
J. McMILLAN, Manager Telegraphs, Montreal

Cobourg, Ont., April 8th, 1918.

J. O. HUTTON, Esq.,
Agent Canada Life Assurance Co.,
18 Market St., Kingston, Ont.

A friend has shown me a policy taken out lately through you. It is a $5,000, 20-payment life, with profits, special indemnity, and the best policy I have seen. I am 36 years old in June. Send me the premium rate, application, and which doctor I am to call on, as I wish to complete a $5,000 before leaving for the west on the 20th instant. Please rush.

JOHN SMITH.

HOW OTHER PUBLISHERS HAVE BEEN PUTTING TONIC IN THEIR BUSINESS

The Hamilton *Times* made good use of the "Dig" idea to create a page of business. Under the topper "Dig Either a Trench or a Garden," it runs ads from hardware, seed and garden supply stores.

The St. Thomas Daily *Times* used the "War Garden" idea to develop a page of good business. Articles of timely interest on gardening formed the centre of the layout. Good display spaces were sold to nursery agents, seed stores, garden tool dealers, etc., while a greenhouse man also has a display space.

The Windsor *Record* is reciprocating for some of the business it picks up in the city of Detroit. The campaign has been on in the latter city for some days in connection with the sale of the third U.S. Liberty Loan, and it is in this that the *Record* has taken its share of the burden. In a recent issue of the Detroit *News* appears a full page ad. under the pertinent question for the people of Detroit to face "Can We Do What Windsor Did?" There is photo of the river front at Windsor, and the reading matter following shows the extent to which Windsor has participated in all matters connected with the war, such as the giving of men and money, etc. The whole page is a striking appeal and is backed up by a recital of absolute fact. In one corner is a small panel announcing "This space paid for by the Windsor *Record*, Windsor, Ont., Detroit office, 404 Peter Smith Building." It is a concrete evidence to the people of Detroit of the good will of the publisher of the Windsor paper, and one which they will no doubt appreciate.

The Winnipeg *Telegram* has been using the seasonable idea in securing some "extra" business on the full page plan. There seems to be something special in the appeal for seasonable goods. In the spring there is the garden, the house, the painting bug, the automobile, and all sorts of things. The time to work them all is right at the moment when people want them. In this way the business of creating the demand has been more than half solved, and part of the usual work of advertising has been done by the passing of the days of the year.

The *Telegram* has a good page entitled "Fix-Up Time for Your Car." The centre of the page is taken up with an article showing the proper method of going at it to overhaul a car. No doubt this information could be supplied by any competent man in a garage. The lines secured for this advertising are tires, cars, accessories, of which there are a great number, car painting, headlights, repairing, etc.

The *Telegram* has also, in the same issue, another special page under the caption "War Gardens Will Help Win the War." On this page there is a story with a local touch about the planting of gardens in Winnipeg, followed by useful suggestions regarding the best lines to follow. Experimental farm notes and other matter of a similar nature complete the reading matter on the page. The lines of goods represented in the page are "Ride a Bicycle and You'll Have More Time to Work in the Garden." Not a bad idea. Pure seed potatoes, garden plants, garden tools, seed houses, nursery companies, etc.

F. H. Flint, manager of advertising at the *Telegram* office, states that 3,262 lines of advertising were gained for the paper in these two days. Advertising of this sort, he says, can be put through on short notice and has a strong appeal to the customer. Mr. Flint takes care, though, to add the warning that "a newspaper must guard against becoming a specialist sheet by inserting too many of these gyp pages."

The Tweed *News* has issued a new rate card, and is also doing some publicity work in the matter of calling attention to the advantages of the district in which this paper circulates. A circle with a fifteen mile radius shows the district in which the *News* circulates. One page of the folder is taken up with letters from readers regarding their opinion of the worth and value of the paper. The News is an eight page, six column, all home print paper.

The Edmonton *Bulletin* has just concluded a circulation contest, in which Pte. Robert Dundas, a returned soldier, won a touring car and $300 in cash. Two other cars were given as well as a number of other prizes. The *Bulletin* claims to be well satisfied with the result of the contest, as its circulation figures have been increased several thousand.

Published at Duncan, B.C., the *Leader* is a good example of the weekly paper that has time to develop its editorial page. It runs well on to four columns in the issue to which we refer, with quite a number of local topics under discussion. The weekly paper as well as the daily has in its editorial page a great chance to establish a very close connection with its readers, and the *Leader* is taking advantage of this. "We believe in them," is the opinion of Hugh Savage, head of the *Leader*, when it comes to editorials.

This month's issue of *Le Prix Courant*, the French trade paper is a Bonne Entente number. It devotes the greater part of its space to spreading the spirit of brotherhood between the two "cornerstones of Confederation—Quebec and Ontario." The frontispiece is one of the most appropriate that has been produced for a bonne entente purpose. It shows the coat of arms representing the two provinces with a key between them demonstrating that the bonne entente is the key to the good relations between Ontario and Quebec. The contents of the publication are not only instructive but inspiring. Many of the articles are printed in both languages. The views of the Premiers of both provinces on the bonne entente idea along with expressions of opinions from other leading citizens of the Dominion are a special feature of the number.

The Expanse (Sask.) *Advertiser* will cease to exist by that name, but in larger form will appear as the Lake Johnston *Star*, published at Expanse and Mossbank. It changes from a five to a seven column paper.

The Edmonton *Bulletin*, in order to accommodate its issues to the train service, now issues an edition at midnight for distribution in the district. This enables it to catch a night train and get to most of its readers by seven in the morning.

To Interest Scholars

The Brampton *Conservator* is conducting an interesting contest for school children, to develop the home buying idea. Compositions are asked for on the following subjects:

Subject for the First Class—"What Would You Do With a Dollar Bill? Why?"

Subject for the Second Class—"What is a Bargain?"

Subject for the Third Class—"Why Patronize Home Dealers?" or "Why Patronize City Dealers?" A choice between these subjects.

The London *Free Press*, under the top line "Buy a Motor Car and Help Keep Canada Strong," has developed a special page of auto business with good results. The "story" part of the page brings out the idea that the auto is not only a means of pleasure, but of service as well, and useful to farmers and mechanics. The firms co-operating are those handling service stations, car selling agencies, tires, trucks, second-hand cars, and other announcements of this kind. H. B. Muir, the advertising manager, says the results were satisfactory, and the business not hard to secure.

Subscription Rates Up

The St. Catharines papers announce new rates for subscription, becoming operative May 1. The monthly change is 45 cents carried. Single copies are two cents.

The Sydney, N.S. *Post* gives notice that its subscription rates have been advanced. The price to newsboys and dealers will be two cents and to the public three cents.

In a statement signed by both papers, the St. Thomas *Times* and *Journal* give notice of their new rates, which became effective on May 1. They are:

BY MAIL

One month	$ .30
Three months	.90
Six months	1.75
Nine months	2.65
One year	3.50

DELIVERED

One week	$ .10
One month	.45
Three months	1.25
Six months	2.50
Nine months	3.75
One year	5.00

Printing Criticism Is Not Always Fair

EDITOR, Printer and Publisher:
Sir,—I read with considerable interest anything I can find in regard to job composition or the putting together of display advertising. The comments made about some of the specimens that are reviewed are always interesting to me, and I must say that I often get good ideas that I am able to put into use in my work from day to day. But there is a limit to these criticisms and re-sets of jobs, and I think it might be well if we stopped to think at times of the conditions under which some of the work has been produced in the first place. A tailor makes a suit of clothes for a man. He does not select the cloth, he doesn't tell the man what style he must have. The purchaser picks out what he wants. He can even go so far as to make striped trousers for a bow-legged customer. The big thing is that the customer shall be pleased and the tailor in some way or other manages to sustain his good reputation in the community.

Now, I think that the critics of printing too often lose sight of this fact. The man who must be suited in the last analysis is the chap who is buying the printing and paying the bill. The idea is to satisfy that man and get him to come back again. If you can't do this your business is going to drop off. How far, then, can a printer carry out his ideas of good typography and still keep the shop in right with its customers?

I am clipping a couple of ads from a recent number of *Canadian Grocer* to illustrate my point. With the criticism that is offered by Mr. Short of Ottawa I find no fault in regard to typography. The specimen on the extreme left would, a few years ago, have been regarded as a good piece of work. The same series of type is followed all the way through. The little panel is well done, and the white space is evenly distributed. In the re-setting of this ad. some liberty is taken. The name of the firm is brought to the bottom. This may have suited the customer. Then again there is the chance that it would not. It is quite possible that the man who is paying for the printing considers that his firm name is of as much or more importance than

The Printer Generally Has To Do Job as Customer Wants It Done.

any reference to the line of goods that he carries. The first ad was probably set in the same order regarding the placing of the matter as was indicated on the copy of the man who bought the printing. I am not arguing that the re-set specimen of Mr. Short is not a better specimen of typography than the original.

Now, take the second specimen, regarding coal. It looks as though the customer in this case had the cut that is used. It may have been used as a tint block although there is nothing to indicate it. When that customer came into the shop the chances are that it was understood that this particular design was to go on his printing. He wanted it. It is not a particularly pleasing thing, nor is it horribly atrocious. The customer may have regarded it as distinctive, and it may have been used on all his work. Is it fair, then, to take a piece of work like that, leave out the cut, and set it up in a better way typographically? That really amounts to taking a liberty with it that the man who did the work in the first place was barred from doing. The re-set specimen shows the advantages of the simpler design, and therein it may be justified, but at the same time it ignores the conditions under which the job was turned out in the first place.

I worked for a number of years in a shop in Toronto with one of the best superintendents in the business. He was a first class typographical man. He had taste with his work; he kept right up to the minute, and he knew what good work was and insisted that the comps in the office should turn out nothing else. Well, what resulted? Jobs would come into that shop, and on them the customers would indicate what they wanted in the usual way. Many of them were repeat orders. The compositor would take the work and submit the proof to the superintendent. I have seen him rip the work all to pieces and abuse the lowly comp as to his lack of good taste. The explanation would be made, when the copy was produced, that the man who set the job had followed the directions of the man who ordered the work. The boss would often rearrange the whole thing, change series, space, display lines, borders, etc., and have the thing set up again to fall in line with his idea of the work. I have seen customers refuse the reset jobs because it was not what they ordered, not what they wanted. It resulted many, many times in a wordy controversy between the superintendent and the man who was paying for the printing, who thought that his ideas and wishes should be considered in the matter. The result was that this superintendent, good printer that he was, was driving work away from the office.

Now there is nothing in this that can be construed as a defence for inferior workmanship, or for adhering to a style after it has served its day and been ushered out. The fact remains, though, that it is not always possible for the printer to use his own best judgment in the turning out of work. It is instructive to have the re-set specimens before us, but in all fairness I think it should be kept in mind that the comp who produced the job that the experts place upon the operating table was probably tied up with rules and wishes that were quite absent when the job is reproduced the second time.

Thanking you, Mr. Editor, for your space, and hoping that these lines may bring forth an opinion from some other compositor.

Yours truly,
COMPOSITOR.

Publications Banned.

A censorship notice which appears in the *Gazette* prohibits the entry into Canada of the weekly *Industrial Worker* and the *Lumberjack Bulletin*, both published by the I. W. W. at Seattle. The entry into Canada is also prohibited of a book entitled "Berean Studies on the Finished Mystery," printed by the International Bible Students' Association of Brooklyn, N.Y.

W. F. Hatheway Company, Limited
WHOLESALE
TEAS, FLOUR, ETC.
RED ROSE
Manitoba Patent Flour
16 Ward St. St. John, N.B.

Scranton
"THE COAL YOU WILL EVENTUALLY BURN"
J. G. Butterworth Co.
Limited
86 Sparks St., OTTAWA Phone Queen 666

Wholesale Teas, Flour, etc.
"RED ROSE"
Manitoba
Patent Flour
W. F. Hatheway
Company, Limited
16 WARD STREET
ST JOHN, N.B

SCRANTON COAL
"The Coal you will eventually burn"
J. G. Butterworth
Co. Limited
86 SPARKS ST., OTTAWA
Phone Queen 666

How The Wheels Keep Going

In Which the Fergus Man Tells His Readers of the Things He Saw and Did When He Was in Toronto.

HUGH C. TEMPLIN, assistant editor of the Fergus *News-Record*, writes an account of his experiences in learning the linotype. In part he says:

"It was a nice piece of mechanism, a model 19, the very latest thing in type-setting machines. It seemed that it would set anything from a calling card to a full page advt. for an annual sale or a Ford car. It might look rather complicated, but in reality it was as simple as winding a watch or eating your dinner. If a man went to the head office in Toronto for two weeks he would be able to call the Linotype by name and it would come and eat out of his hand. So, as our monoline operator was expected to jump the job any time (he fulfilled expectations) it was decided that we should go to Toronto and learn to operate a Linotype. (You understand this word "We" is "singular." Kings and editors and anyone who writes for the papers can use it. It has become second nature to me, so that when we pick up a pencil, I become we, and call myself us all the time.)

"We rather liked the idea of a few weeks in Toronto because we once lived there for a couple of years. In that time we went to "'Varsity" and learned considerable history and English, and a tiny bit of political economy. We also learned the road to Loew's and Shea's and the Royal Alex., and a few similar places, also how to talk to the girls at the lunch counters so that they would give us bigger helpings, also the routes to the Toronto street railway, and how to ride for nothing on said cars, and many other valuable accomplishments, so we looked forward to our trip with pleasure.

It was Thursday afternoon when we arrived in Toronto, and we went around to the Linotype office. There we had our first good look at the Linotype. It might be simple all right, but if it was, then looks were deceiving. We guessed it had five thousand parts. We underestimated by several thousand. The largest piece weighed about five hundred pounds, the smallest would be a fair-sized load for an ant. A new machine had just arrived from New York. It looked as though it had been dipped in a large bottle of vaseline. Two other fellows were busy removing this grease from the machine on to rags, and their hands and faces and clothes. Through the open door beside them we could see a dozen pretty girls pounding typewriters. It was the one cheering sight in the whole establishment. The manager told us to come back in the morning at eight o'clock, and we escaped and went to the Winter Garden where we saw a clown fall off a ladder on top of a table, and heard a pretty girl sing a song about "Dixie Land," and watched Charlie Chaplin and Theda Bara, and a juggler who balanced a lamp on his head while he tossed up a cannon ball and a straw hat and a set of china dishes.

Next morning we arrived about half an hour late, and others began to wander in at intervals for the next hour or so. We were sent to help an expert put a machine together. We stood and watched him and waited for orders. They soon came. "Push in that automatic stopping pawl on the tenth cam." We knew the machine was complicated but we never imagined that it was as bad as all that. "Where is it?" we asked. "Under the magazine, behind the air cushion, to the left of the mold disk slide," he informed us. That suggested something to us. We looked for a magazine like "Life" or the "Ladies' Home Journal"; an "air cushion" might be a life preserver of a motor boat, and a "mold disk slide" might bear a faint resemblance to a toboggan slide, or a lantern slide. We saw none of them. The expert came around and shoved in a little piece of steel on the end of a spring. We had learned what an "automatic stopping pawl" looked like. By a process of deduction that would have done credit to Sherlock Holmes we guessed at the rest. We were learning."

Manufacturers Use Advertising to Secure Help

THE extent to which advertising space is being used to help out the manufacturers in the production of munitions is opening the eyes of some people to the value of this medium. In ordinary times a small condensed ad. in the "Want" columns has been considered big enough to do the trick. Just now the demand for help is greater, the need more urgent, and newspaper space has been used more and more to bring to the attention of the people the needs of the manufacturers.

Firms entering the display advertising columns a short time ago to relieve their employment situation was an unheard of thing, to-day it is a recognized thing.

The William Kennedy & Sons, Ltd., of Collingwood, needed men in their shell shops. They used a space four columns wide and about three and one half inches deep to make their appeal. Reduced in size, it was as follows:

Our Race Has Never Failed in the Time of Crisis

THE WAR OFFICE CALLS SHELLS! SHELLS! AND MORE SHELLS!

This last great German Offensive has forced the ALLIES to use up their great ammunition reserve. The insistent demand is for GREATER PRODUCTION.

We are open to employ good Men at High Wages. Make good wages, do your "Bit" producing shells to overcome the Terrible Hun.

Apply at the office.

The WILLIAM KENNEDY & SONS, LIMITED

Collingwood, Ontario.

Ontario Editors and Censorship Rulings---Have No Quarrel With Col. E. J. Chambers

Some Think That Action Before Would Have Made the Whole Thing Unnecessary—Most of Them Certain That Fair Criticism Will Not Be Interfered With Under the New Order of Things.

PRINTER AND PUBLISHER asked editors of Ontario daily papers to state their views on the latest censorship regulations. The press is apparently not enamored of them. It does not care to come in the class of "suspects" by reason of the action of a few papers that should have been dealt with long ago. Canadian editors have no quarrel with Col. E. J. Chambers, the chief censor. They have found him reasonable and receptive to suggestion, and always ready to co-operate with those who were seeking to observe the spirit of the law.

The opinions of Ontario editors follow:

Kingston *Whig*:—"You have asked me to state my views in regard to the last censorship regulations. They can be summed up very nicely in a couple of lines from the poet:

'The good need fear no law;
It is his safety, and the bad man's awe.'"

—Leman A. Guild, managing director.

Hamilton *Times*:—"The regulations may seem drastic, but no loyal newspaper will say anything to arouse hostile feeling, create unrest or unsettle or influence public opinion in regard to the war. If the regulations suppress pro-Germanism in the press and country they will have justified themselves. We are out to win the war."—Alex Thomson, editor.

Belleville *Intelligencer*:—"The new censorship regulations are unnecessary and dangerous legislation as far as the great majority of Canadian newspapers are concerned, but the fact that these regulations have placed the lid effectively upon the injurious propaganda of Henri Bourassa and his disciples justifies in my opinion their enactment."—A. G. Davie, editor.

Windsor *Record*.—"I do not see much occasion to feel alarmed over the new censorship regulations only so far as they may stifle fair criticism. Up to the present the censorship rules have not been unreasonable nor harshly applied. In some instances too much leniency has been extended to sinister attacks on the government and its war efforts. Pull together and get on with the war. Nothing else matters."—C. L. Barker, Editor.

St. Thomas *Times*.—"The St. Thomas *Daily Times* recognizes the necessity of preventing assistance to the enemy without and within the gates and regards the regulations as dependent entirely on the spirit and manner of their enforcement. They are not open to objection if due care is taken to distinguish between plainly seditious utterances and the proper criticisms that is the basic right of citizenship in a democratic nation under representative government."—T. Keith, Editor.

Brantfor *Expositor*.—"The *Expositor* is not worrying any over the new press censorship regulations, objectionable as they may appear. It believes they were not prepared with a view to preventing fair criticism of the government's activities. If they were they will fail of their purpose, because the average editor will disregard them and gladly become a martyr to the cause of freedom. To the extent that they are designed to curb a "reptile press" they are deserving of a fair trial in the full belief that they will be intelligently enforced."—T. H. Preston.

Toronto *Globe*.—"The *Globe* is not disposed to criticise the recent censorship regulations, if these regulations mean that the government is taking power to prevent the expressions of views such as Mr. Henri Bourassa has been publishing in *Le Devoir* ever since the outbreak of war. The *Globe* proposes to continue criticism of the government's method of conducting the war when it feels that such criticism is in the public interest and likely to help in winning the war rather than to make for dissatisfaction and discontent among the people."—Stewart Lyon, Managing Editor.

Galt *Reporter*.—"Censorship is no doubt desirable in war time, but with regard to statements referring to the action of any government, it seems desirable only up to a certain point. The fact that a government is open to criticism in the public press cannot help but have a steadying and salutary effect upon its actions. To apply literally the regulation as laid down in section B of Clause One of the recent order-in-Council would be to practically make the governments of Canada and her Allies immune to criticism, which can hardly be considered to be in the best interests of stimulating a thoroughly efficient war administration."—Henry F. Foster, Editor.

Woodstock *Sentinel-Review*.—"The new censorship regulations might have been rendered wholly unnecessary by a little more vigor on the part of the Government in dealing with the few Canadian publishers requiring the restrictions the regulations impose; but the regulations having been issued, there is nothing to do but to loyally observe them. They may be justified as a war measure. Their very existence puts the ban on unfavorable criticism."—John Markey, Editor.

Chatham *Daily News*.—"No self-respecting Canadian editor would ever be guilty of the actions covered by sections 'a,' 'c' and 'f' of order-in-Council of April 16th. So far as sections 'b,' 'd' and 'e' are concerned there might be honest difference of opinion and honest criticism but evidently those in authority do not want any expressions which are contrary to their opinion. Sections 'b,' 'd' and 'e' are subject to such wide interpretation that the freedom of the press of Canada is really endangered. If the order is not uniformly enforced in all sections of Canada it becomes decidedly unfair and by far more dangerous."—M. M. Maxwell, Editor.

Chatham *Planet*.—"I am not prepared to offer any criticism, or to disregard the latest censorship regulations. The Union Government is enacting regulations that are meeting with the highest approbation of its supporters and well-wishers, and even if we are inclined to disagree with some of its legislation, I am inclined to think this is largely due to a superficial knowledge of the real facts. During the war I am not in sympathy with my former democratic ideas. A good soldier follows implicitly the orders of his superior officer and so long as the country sustains the present government I consider it is my duty as a good citizen to observe the regulations it lays down for our guidance."—S. Stephenson, Proprietor.

Kingston *Standard*.—"So far as the *Standard* is concerned we have no objection to the new censorship regulations, severe though they are, since we have endeavored from the very outset, as all decent newspapers have, to refrain from publishing anything hurtful to the Cause. We do not presume for an instant that the Government intends to muzzle constructive criticism, which is most essential at this time, as well as most salutary. What, however, we are concerned about is, whether the Government will in fact live up to the regulations without fear or favor—whether, for instance, it will suppress a poor benighted English weekly in Ontario, (recalling the Sault Ste. Marie affair) while at the same time letting the Quebec newspaper apostles of Imperial Hate pursue the even—and evil—tenor of their way unmolested. If the law is in fact to be the law, there can be no making

flesh of one newspaper and fish of another. It is a pity, nevertheless, that by reason of the disloyalty of a few dirty sheets, that should long ago have been suppressed and could have been without invoking any new censorship law, we should all rest under the stigma of suspects"—W. R. Givens, Managing Director.

Ottawa *Journal-Press*.—"In reply to your letter of May 2, the Ottawa *Journal* newspapers have stated editorially that "the large discretionary powers taken by the Government are expected to be judiciously exercised." Since there is no intention to restrict press criticism but merely "to restrain a license which has been exercised to an extent calculated to defeat effective man-power in some quarters, and dangerous to the safety of the realm," the morning *Journal-Press* and *Evening Journal* accept the Government's assurance in good faith. The *Journal* newspapers have frequently referred to the able and careful manner in which Col. E. J. Chambers has administered the office of chief press censor, and they do not anticipate the change in the regulations will affect the excellent relationship that has existed between him and the great bulk of Canadian newspapers." —The Journal Newspapers.

Called the Editor.

The Treherne (Man.) *Times* of recent date says: "It was necessary to cut this week's paper short because the editor was called upon by United States military authorities to report to the Consulate at Winnipeg on Friday.

Dismissed the Action.

The criminal libel action of the *Staats-Zeitung* against the New York *Herald* Company, as publishers of the *Evening Telegram*, which had printed a cartoon entitled "Serpents of Sedition," denouncing German language newspapers in New York, was dismissed by a vote of the grand jury. The *Staats-Zeitung* and Joseph Ridder were the complainants.

Real Sanctum Sobs

Dunnville *Gazette*: "Just to show Editor Livingstone of the Grimsby *Independent* that they are not so uncivilized as he tried to make them appear, the Chinese whom he attacked in his paper are seeking to collect $5,000 from him through the medium of a libel suit. If they were not poor, ignorant heathen, however, they would know that no publisher of a weekly newspaper ever had or ever expects to have that much money at one time."

Is there any outsider taking business away from you local merchants who is not an advertiser? Department stores spend from 3 to 5 per cent. and mail order houses from 7 to 10 per cent. on advertising.

NEWSPRINT MILLS GRANTED THE RIGHT OF APPEAL IF THEY DESIRE

From *The Financial Post*

THE newsprint industry is faced this week with a combination of both favorable and disquieting developments. On the one hand the commissioner at Ottawa, R. A. Pringle, K.C., has extended the present price of $2.85 to the first of June, but the differential of 35 cents, as compared with the price that prevailed by order last year, is to be paid this month to the manufacturers, instead of to a bank to await the final decision. Of course, if the decision draws the price finally below $2.85, the difference will be remitted, but the newsprint men feel that the change is technically a slight victory for them, and implies that there is not as much chance of a 2½ cent rate being repeated as once there appeared.

A second favoring factor for the mills in their struggle with the newspaper proprietors is the intimation that has reached them in a definite form from the Government that they will be allowed a Court of Appeal if they are not satisfied with the findings of Mr. Pringle and any subsequent action that may be taken. This is based on the condition in the United States where the Government gave the mills the right to appeal to a court of circuit judges from the Federal Trade Commission's decision, if they were dissatisfied.

Expert Appointed

The investigation into the price situation has progressed to the extent that the Commissioner, following the failure of the mills and publishers to agree on an expert, has appointed Mr. McNicol, as an adviser to himself and the accountants are again at work on the books of the various mills, delving deeper than they did before. It is not believed that any further action will be taken in Canada until the final report of the Federal Trade Commission has been received in the United States. The two countries are closely bound together from the fact that nearly 90 per cent. of Canada's production goes over there, and the price fixed in the States will govern that portion of Canada's production that is exported there. This report is expected about the middle of June. The evidence on behalf of the mills is all in, and the publishers have admitted that with this evidence alone they could expect little better than a four-cent rate, but they hope to reduce this by their own case. A suggestion has been made that when the Federal Trade Commission's report is ready that the two sides in Canada may be able to get together and decide the matter of price without further trouble, or even having a price fixed by the Canadian Commissioner. This naturally would be based to a great extent on the American finding but be slightly lower.

The Labor Situation

A rather unfavorable proposition was received on Wednesday of this week from the United States, through the commission, that the Canadian mills that are operated under union rules should agree to a proposal that is coming before the mills there, from the labor men, that there should be a "substantial" increase in wages of operating men at the mills, but that this should not come into effect until the Federal Commission gave its report. Then it should be retroactive as to the first of May. The advance asked by the men runs from 20 to 40 per cent., and in the proposition there is nothing definite as to what the increase as finally settled would be, so that the Canadian mills that are affected do not like to tie themselves up to an indefinite amount. This demand of the men is certain to be taken into account by the Commission in fixing the price of newsprint. The mills that are subject to international agreements on the labor question are the Abitibi, Spanish River and a few more, but it is felt by the others that they will not be exempt as non-union labor will scarcely remain quiet when union labor is securing increases so substantial as these would appear to be.

Beck Quits Dodsland.

Stanley Beck has left Dodsland, Sask., which is another way of saying that the Prairie *Times* has lost its godfather. H. W. Reeder, formerly of the Perdue *Witness* and the Prince Albert *Daily Herald* will have charge of the Prairie *Times*. Mr. Beck is now press agent for the Winnipeg Juvenile Entertainers, touring in the States. His ten year-old daughter is the star of the company, and reports have it that they may go to England for the entertainment of soldiers. Beck has a tremendous amount of initiative and energy. He put Dodsland, Sask., on the map.

Twenty Years of Age

The Cranbrook *Herald*, published in the heart of the banana belt in B.C., passed its 20th milestone in March. It came into existence the same day as Cranbrook. Fred E. Simpson, the proprietor, has been a good man for Cranbrook.

"Perhaps," he remarks, "only those who lived in the district in the early days before the coming of the railroad, when the hurricane deck of a cayuse was about the only means of locomotion, can fully appreciate the rapid development of mining, lumbering and agriculture which has since taken place."

There is no place in salesmanship where errors are so common nor so disastrous in their results as in the process of sizing up the customer.

THERE SHOULD BE A MAD RUSH TO FIND OUT HOW COST SYSTEM WORKS

PRINTER AND PUBLISHER,
Toronto, Ont.

Dear Sirs:—

It isn't often we hear of price-cutting from the interior towns of B.C. but the following instance came to my attention through a brother newspaper man in Cranbrook and I thought you might be interested in it.

The Cranbrook *Herald* did the enclosed envelope for a Cranbrook wholesale grocery, 2,000 envelopes printed two sides, making 4,000 impressions, and charged $6.00 for the job. The grocery firm objected very strenuously, and said they had been getting the same job, with the back in red and the front in black, from the job printer in Cranbrook for $3.30 for the 2,000, or could get a single thousand envelopes, the back in red and and the front in black for $1.65, and said the job printer's price for printing one side only was $1.25 per thousand. I happen to know, from having at one time managed the Cranbrook *Herald* myself, that the job printer in question has no special or mysterious labor-saving machinery, though he has a paragon in the shape of a boy who does all his press-work, feeding, etc., for a low wage and working long hours. If the prices quoted for the job are not of sufficient interest to warrant publishing in your valuable paper I am sure your readers all over the country would be interested in learning that there is such a boy to-day when labor is so scarce, and so independent.

Very truly yours,
T. H. Kay.

An official photograph of the club with which the German armies "finish off" wounded soldiers. 32,000 of these were recently captured by the Italians.

THE DESTRUCTION OF CIVILIZATION

is in grim and sober reality what we are fighting this war to prevent. The club pictured above — from an actual official photograph—might be the weapon of a savage cave man of five thousand years ago. It is in fact the weapon with which German soldiers "finish off" enemy wounded who have fallen on the battlefield.

There is only one answer to make to such methods — the defeat of the German armies. America has taken up the sword to give that answer. Our army is in France to help win this war on the battlefield—that civilization may be safe, that America may be safe.

Extracts from an advertisement appearing in a number of U.S. trade journals, in aid of the sale of Liberty Bonds

A CHURCH THAT PAYS ITS WAY AND BUYS SPACE IN BIG LOTS

By C. F. Steele, former editor of Raymond, Alta., *Leader*.

The past year has seen a marked advancement in the matter of church advertising. The Saturday editions of both the large and smaller dailies of Canada and the United States now carry regularly a page or department of church news generously patronized by the various churches in the shape of advertising. This is highly encouraging. It is a field as yet new, but extremely promising.

I believe it remained for the authorities of the church of Jesus Christ of Latterday Saints, or more generally called the "Mormon" church, to first use the columns of the daily press as a medium of informing the public of their beliefs.

Their advertising campaign was launched last year. The most influential papers in the United States were selected, and Dr. James E. Talmage, one of their apostles and a recognized theologian, wrote the copy. The advertisements, which are masterpieces of brevity and conciseness, appeared weekly in the following representative journals: Boston *Herald*, New York *World*, Philadelphia *Record*, Kansas City *Journal*, St. Louis *Globe-Democrat*, Atlanta *Constitution*, Washington *Herald*, New Haven *Times-Leader*, Hannibal *Morning Journal*, *Joplin News-Herald*, Portland *Oregonian*, San Francisco *Chronicle*. These papers will also carry advertisements during 1918. Quite a number of additions have been made to the list, among the number being the New York Evening *Telegram*, Florida *Times-Union* and the Chattanooga *Times*.

Thousands of dollars has been set aside by the Mormon chuch for advertising purposes, showing that the leaders of this church recognize the power of the press in the dispensing of religious knowledge. They consider it good business. Over a million and a half of these articles are printed every week spread over the entire Republic.

A Typewriter Face.

A subscriber writes asking the process adopted to produce the typewriter effect in printing circular letters, etc. He intimates that the silk plan is the one he has in view. To print through silk fasten it tightly to each gripper, stretched so as to have it perfectly smooth and free from wrinkles, and then proceed as with any ordinary form. Watch the ink closely, and do not use any more than is absolutely necessary.

Honor For Publisher.

The regard in which technical papers are held in Scotland is well shown in the action of the Royal Society of Edinburgh, an institution with an honorable past and a restricted membership. Among the few elected at the recent annual meeting was Francis J. Blight, head of the well known publishing house of Charles Griffin & Co., Ltd., London, formerly of Glasgow. The election is a popular one in the wide circle of technical industries which he has so well served through his papers.

Americans Ask For Help.

Here is a hint to publishers of Canadian trade and technical papers and business men generally.

In the vicinity of Moscow and Petrograd are several hundred American business men who are valiantly striving to impress the Russians with the size and importance of American industry. They need, so the American ambassador reports, copies of good trade and technical papers. If agreeable, you are asked to mail two representative copies of your paper to: Miss E. T. Weeks, Reference Division, Committee on Public Information, 6 Jackson Pl., Washington, D.C.

These papers will be forwarded in State Department pouches to Moscow and Petrograd. The Russians are literally hungry for this kind of information, and the Committee on Public Information state that these papers will have an important political effect as well as help pave the way for American trade relations.

McConnell & Fergusson, Ltd., London, are placing a newspaper campaign for "Snowflake Ammonia," made by S. F. Lawrason & Co., of that city. The copy aims to cover the salient uses of the product by using illustrations of household scenes showing the ammonia in use. Space four columns by thirteen inches is being used.

MIDLAND PRESS ASSOCIATION ARE OUT FOR UNIFORM SPACE RATES

At a special meeting of the Midland District Press Association at Whitby, 15 members being present, C. A. Goodfellow, the president, in the chair, the association carried a resolution recommending the adoption of a uniform rate for foreign advertising, to apply to all weekly newspapers on the basis of 1,000 circulation, and pledging the members to advocate its adoption by the Canadian Press Association.

It was also agreed to urge the adoption of a rate of 12 cents per inch for the first thousand circulation, and half a cent per inch for each hundred circulation over 1,000, the above to apply to plate matter.

An address was delivered by Mr. S. Farmer of the Port Perry *Star* on "Gathering and Compiling Local History." Mr. B. C. Colpers of Oshawa read a paper on "What is Wrong With the Printing Business?"

The following officers were chosen: Hon. Pres., C. A. Goodfellow, Whitby *Gazette* and *Chronicle;* Pres., J. P. Lancaster, Havelock *Standard;* Vice-Pres., W. H. Keller, Uxbridge *Journal;* Sec.-Treas., D. D. C. Dawe, Peterboro' *Examiner;* Executive: S. Farmer, Port Perry *Star;* J. W. Ryell, Lindsay *Watchman-Warder;* Norman James, Bowmanville *Statesman;* L. H. Wilson, Cobourg *Sentinel-Star.*

It was decided to hold the next meeting in Toronto in October next.

A visit was made at the conclusion of the session to the Military Convalescent Hospital, the pressmen being conducted about by the President and the Director, Mr. James S. Hogg.

ANNUAL MEETING CANADIAN PRESS ASSOCIATION ON JUNE 13 AND 14

The 60th annual meeting of the Canadian Press Association Inc. will be held in Toronto on Thursday and Friday, June 13 and 14. The arrangement of the general and section meetings follow:

THURSDAY, JUNE 13TH

10 A.M. to 11 A.M.—Meeting of General Association.

11 A.M. to 1 P.M.—Meetings of Daily Section, Weekly Section, and Trade and Class Paper Section respectively.

2 P.M. to 5 P.M.—Meetings of Daily Section, Weekly Section, and Trade and Class Paper Section respectively.

8.15.—"Editorial Night."

FRIDAY, JUNE 14TH

9.30 A.M. to 1 P.M.—Meetings of Daily Section, Weekly Section, and Trade and Class Paper Section respectively.

2 P.M. to 5 P.M. Meeting of General Association.

Particularly at this time when production costs are mounting and advertising and general business conditions are rapidly changing, it is desirable that there should be a full and frank discussion of the problems now confronting the press of Canada. The Annual Meeting of Canadian Press Association, Inc., provides a forum for such discussion and every member who can possibly do so should be present—not only for the benefit he may himself receive, but also for the benefit and encouragement he may give to other members.

Programme of Annual Meeting

The Board of Directors is endeavoring to provide a programme of exceptional interest and potential benefit to the members in attendance.

At the various section meetings, instead of the usual long list of topics for general discussion, there will be a limited number of really vital questions, and the general discussion on each of those questions will be introduced by addresses by one or more members.

At one or more of the section meetings a period will be set apart for a conference with representatives of the recognized advertising agents, at which the common problems of the advertising agents and the publishers will be discussed with a view to the establishing of closer relations and more efficient team work in the developing and maintaining of general advertising accounts.

Members are asked to forward suggestions as to topics that might be profitably discussed.

Another Merger.

The Okanagan *Commoner* is the name of a new paper being issued at Armstrong, B.C. It is a merger of the Armstrong *Advertiser* and the *Enderby Press.* The firm name is Walker and Cary, with H. M. Walker as editor and manager. The announcement says in part: "We have felt, in the past, that neither the *Enderby Press* nor the Armstrong *Advertiser* were fully representative in the larger and truer sense of the natural wealth of this great district. They were published as town papers; they filled a limited field, and covered restricted ground. They did all that could be expected of them, limited as that was. To-day we wish to forget the town paper idea and to replace it with the larger idea of a district newspaper."

The *Globe Robin* is the name of a house organ chirp issued by the Toronto *Globe.* It keeps in touch with the outside and circulation field of the *Globe,* prints nice things others say of the *Globe,* and fills other functions of a house organ. The front page is adorned by a reproduction of the same sort of a robin that swipes the cherries.

The Hearst String.

The New York *Tribune* says that the newspapers owned and controlled by William Randolph Hearst are as follows: The Atlantic *American,* the Atlantic *Georgian,* the Boston *American,* the Chicago *American,* the Chicago *Examiner,* the Los Angeles *Examiner,* the New York *American,* the New York *Journal,* the New York *Deutsches Journal,* the San Francisco *Examiner.* The magazines are *Cosmopolitan, Harper's Bazaar, Good Housekeeping, Motor, Puck.*

As Printers Put It.

From the Brussels *Post*: Editor McKenzie of the Lucknow *Sentinel,* has gone on a double galley under one heading by wedding Miss Dorothy Lees. It is perfectly justified in such a course we trust the proof will be self evident. May he never want a quoin but live on the fat of the land with occasional supplies of pi. We hope he may have space in his home for many a little form to chase away the worries that might press upon him and the little devils will never take the shooting stick to their dad and thereby cause him to reduce his circulation or become dead matter.

Now Wants New Case.

In his suit for damages for alleged libel again the London *Free Press,* which the jury decided against him, Ald. W. A. Wilson based his case on the fact that the newspaper, as part of an organized attack against him, purposely omitted his name from among the list of others present at the meetings of council when matters of importance were under discussion with a view to suggesting to the general public that he was not paying attention to his public duties. At Osgoode Hall a few days ago Ald. Wilson appealed for a new trial and the Second Divisional Appellate Court reserved judgment.

Hearst String Growing

The Chicago *Herald* has been purchased by the Hearst interests, and is now merged with the Chicago *Examiner.* The plant of the *Herald,* it is understood, will be sold. This leaves only two morning papers in Chicago, the *Tribune* and the *Herald and Examiner.* When the announcement of the sale of the *Herald* was made to the employees on Tuesday night, previous reports having been discredited, it was received with laughs and cries of "Where do we go from here?" Some members of the staff had served the paper for more than thirty years, and received the announcement with tears. The *Herald* had about 500 employees, 150 in the business departments and 350 in editorial and mechanical departments. It is said that some of the advertising men and some of the men from the mechanical departments will immediately join the new paper. Many of the *Herald* editorial staff will find positions with other Chicago newspapers and it is said that some of them will make connections in New York.

Printer & Publisher

Published on the First Wednesday of Each Month

H. A. NICHOLSON - - - - - - Business Manager
A. R. KENNEDY - - - - - - - - - Editor

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H. T. HUNTER - - - - - - Vice-President
H. V. TYRRELL - - - - - General Manager
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The Editor As An Interpreter

THE editor of a paper has generally be regarded as a man who has much to do with making or unmaking public opinion. The average editor will be ready to admit that he has had much to do with the making of certain political idols that have come to the top of the heap in his locality. And the chances are that he will be just as ready to admit that, having made them, his claim on them is done for.

And in the smaller circle, the help of the editor is looked for. He hears that old request about "putting in a good word," "giving this a boost," and other phrases equally repulsive to him, until he must at times imagine that he is looked upon as a little tin dictator in the community, and things will boom or bust according to the measure and direction of his assistance.

But the editor as an interpreter. Why not?

Here's the view of one Ontario editor, W. J. Laut, of the London *Advertiser*:—"And I believe an editor will soon come to be an interpretative agency rather than a moulder of opinion. What a mountain of egotism that one thinks for thousands!"

When the case is put in that bald, unqualified way it does look like a mountain of egotism. There is a dead-line, perhaps a bit uncertain, between expressing opinion and speaking from experience. Mr. Laut provides the qualifications, and puts it this way:—"But he may interpret, and that is the only honest sort of writing. He may interpret from knowledge, from experience, from facts at hand, from the dictates of common sense, but he should not seek to influence through forced opinion."

Opinion based on experience can be listened to; it can be accepted as having some real value. Editorial writing of the opinionative type along that line is readable, wholesome stuff.

Much editorial writing is not the result of conviction, nor is it even grounded on the good foundation of absolute knowledge. Quite a row of editors who never sniffed salt water have carved out column after column about naval affairs and policies, and have spoken with amazing certainty of cruisers and battleships, destroyers and submersibles.

And how many times the editorial "we" has dealt heavily and ponderously in matters of economics, of finance, of credits and debits, knowing full well that his knowledge of such things was limited almost to his ability to count the few bills that cavorted sparingly in his weekly pay envelope.

The idea of the editor as an interpreter is interesting. It knocks out quite a few of the props that popular fancy has shoved under the man who inhabits the sanctum. It may even lift the halo of a public opinion maker from his brow, and it may bring him very close to the stage where he will have to make his editorial page a sieve to catch the worth-while nuggets from a present-day world of mixed and indifferent mining.

His editorial page will not suffer. It will live. It will not breathe the fancy, fad or whim of one man. Rather will it reflect the influences of the good men and the big men, as that one man may be able to absorb and interpret them. Such a conception would make an editorial page a power for good, a strong personal link with the reader, and a clear mirror in which to see the higher side of life, as against the clouds of dust that clamor for top column positions on the front page.

The Changed Censorship

THE recent changes that have been made to the censorship regulations will not meet with favor. They should not.

If it were considered necessary to close up any of the tub thumpers in the journalistic world the proper course, and the courageous one, would have been to proceed directly to the task and do it.

The press of Canada, in nearly every case, has tried to co-operate with the censor in his work. Stories have been sacrificed time after time because it was considered that the publication of them would defeat the objects that the military authorities had in view. The censorship department has had co-operation from the best elements in the Canadian press.

The big danger in the regulations that have been adopted is that the government is really the judge and jury in the case. It is a dangerous policy for the parliament of Canada to adopt even for a special purpose and for a short time. It is also a poor tribute to the good sense of the newspapers of the Dominion that have so loyally worked with the censorship department.

The Montreal *Star* says the increase in the cost of producing that paper since the start of the war has been about $300,000 per annum, which causes the Kingston *Whig* to remember that there are still folks roaming at large who think "publishing a newspaper these days is a pleasant and profitable adventure."

* * *

Douglas Fairbanks, the movie man who stands on his head at the edge of a thousand-foot bank and does all sorts of odd and thrilling acrobatics, was formerly a newspaper man. And our humble guess would be that he had served his apprenticeship as editorial writer in political work.

* * *

In a copy of the Kingston *Whig* of January 3, 1884, which came to our notice recently, is the following heading: "What our Exchanges are Telling as Our Little Scissors Steal O'er Them." Verily—them was the days.

* * *

The lost ad columns are expected to do many things. A gramophone tumbled off a steamer into Toronto Bay and an anxious advertiser asks for its return. Perhaps he expects it to turn up in some Toronto householder's water tap.

The Small-Sized Canadians

CANADIANS are fond of looking at the records made by this country since the outbreak of the war. There's no fault to be found with that. There is a danger, though. It consists in the chance of the people of this country coming to imagine that they are really a bigger people than the real facts indicate.

For the moment count the men at the front out of the question, and confine attention to those at home. Are they any poorer on account of the war? Are they pinched as they never have been before? Are they giving until they are forced to wonder where the next meal will come from? They are not.

Since the last food regulations went into effect cutting down the amount of material a man could order up in a public eating place there has been a wail that is disgusting. It's been a case of putting the muzzle on the glutton. One would almost imagine that it was more important that a well-groomed man at home should have all he wants to eat than that those at the front should be served first. Victory seems a small thing when compared to the stomachs of those who live to eat.

The selling of Victory bonds gave us another example of the real size of some of the people we imagined were grown up and possessed of the good judgment and discretion of manhood. There were sections in Canada where the sale of these bonds was held up because the men in the community were mental dwarfs and national warts. Conservatives refused to purchase Victory bonds because they were waited on by despised Grits, and Grits refused to think seriously about the matter because the person set to work in their district happened to be of the wrong political stripe. There were Catholics who could do nothing in strongly Protestant communities, and there were Protestants who found a cool reception and no business in places where the Catholics were in the majority.

Now these are facts, not fancies. Readers of PRINTER AND PUBLISHER doubtless can go over their own district and see where the thing worked out exactly in this way.

It's a miserable, small conception of a big duty, one that is in no way worthy of the chapters that the Canadian expeditionary forces are writing in their life blood at the front.

Is the filling of a man's stomach to stand between us and victory, or are the religious or political beliefs of certain sections of the community to jeopardize our chances of successfully financing the conflict?

The Powers Behind The Press

HON. RUDOLPHE LEMIEUX has brought up a matter in the Canadian House of Parliament that deserves attention. It concerns the bringing to the surface at stated periods of the names of persons behind the press of the Dominion—the owners, editors, stockholders, etc.

This is not the first time the matter has been mentioned, nor should it be the last.

The press that exists for legitimate purposes will welcome such a measure. It will give it a good standing with the public. Papers and magazines conducted along fair lines have nothing to withhold from the public. They do not object to having their readers know who writes the material that appears in the columns.

The element that would not welcome legislation patterned along the lines mapped out by Lemieux is not in the publishing business for straight and legitimate purposes.

It will be found that objections will come from them. They will not relish bringing to the surface the list of stockholders. They might not object to publishing the name of the editor, the manager, or some of the other officials. They might simply be salaried men. In that case they would no more represent the real interests behind the paper than the list of stenographers who appear as incorporators represent the men or interests that are behind a new company. The official *Gazette*, both provincial and Dominion, contains a very imposing list of provisional directors each week, and it seems a pity at times to spoil the impressiveness of the occasion by classifying them as stenographers and clerks.

If the identity of the power behind the press were disclosed at intervals, not to a select committee, but to the general public through the columns of the press, many of the moves that are puzzling now might be made quite clear, and policies that are but dimly understood might be made to stand out in a way that he who runs might read.

It has been generally supposed, and with fairly good assurance, that the Canadian press, in the main, has nothing to conceal regarding the interests that are behind it. That being the case, there should be no opposition to the plan proposed by Hon. Mr. Lemieux that publicity be given at intervals to the names of the men owning, controlling or operating the press of the Dominion. The reading public, depending on the press for reliable information are entitled to know whom they are dealing with before they accept the word of the press at one hundred per cent. correct.

After all a man's patriotism is quite a heap like his religion. He can speak a good many yards about either or each, but the world isn't impressed until his convictions become so real that they grip him in the wallet.

It's not much of a trick to get a head for any new concern. The real job starts when they begin casting about for some brains.

Sykes in Philadelphia "Ledger."

Why He Always Falls Down.

Ten Papers Make Money

From the *Stanstead Journal*, Rock Island Que.—B. B. Paterson, of Montreal, inspector for the Union Assurance Society, Limited, was in the place last night, having been called to Beebe to adjust the loss by fire at one of J. W. Elder's tenements, Monday, the same having been fixed at $375.00. Some years ago Mr. Paterson owned and edited the *Chignecto Post*, published at Sackville, N.B., and afterwards acquired a daily in Amherst, N. S. He left journalism to go into gold mining, in which he was successful, the company in which he was interested being sold to American interests at a figure advantageous to the sellers. Speaking of journalism, Mr. Paterson said not more than ten or a dozen newspapers in the whole of Canada had achieved financial success, and these were all in the larger cities. "Journalism is not a business; it is a disease," said Mr. Paterson, "but it is like measles and smallpox, a man never has it but once." Continuing Mr. Paterson said: "No other class of men worked so hard for so little, yet the people don't know it."

Another Freak Idea Dead

The Montreal City Commissioners at a recent meeting passed a resolution agreeing to pay A. P. Pigeon, Limited, the sum of $300 in cancellation of his contract for the publication of the *Municipal Bulletin*, and stopping the publication of this expensive literary effort at once. The contract had four months to run before its expiration, but the Commissioners asked Mr. Pigeon to cancel his contract for a consideration, and he made them an offer. The office of the *Municipal Bulletin* is now closed, and the two editors, Messrs. Gagnon and J. Barry, are awaiting orders from the Commissioners as to what positions they are to occupy in the future. They have been notified of the stopping of publication, but they have not received notice that their services would not be required after thirty days as yet. Mr. Barry has been over thirty years in the employ of the city, having been formerly secretary of the old police committee. The cost of the *Bulletin* was $13,800 a year and it was issued weekly, although only aldermen and ex-aldermen and a few others knew of its existence.

Pulp and Paper Trade

The Canadian Pulp and Paper Association has published in book form the reports of speeches made at their annual meeting in February, 1918. Charts are given showing that the greatest capital investment credited any Canadian industry is that of pulp and paper making. The book goes out under the caption "Some Side-lights of a Great Canadian Industry." One section points out that in the census returns for 1881 there were five pulp mills, with a capital investment of $92,000, employing sixty-eight people, and with an output valued at $63,000. In 1891, 24 mills were in operation with a capital investment of $2,900,907, employing 1,025 persons, and with an output valued at $1,057,810. In 1901 there were 25 mills with a capital investment of $11,558,560, employing 3,301 people, and with an output valued at $4,246,781. In 1915, there were 32 pulp mills with a capital investment of $47,626,237, employing 4,734 people with an output valued at $10,952,466.

The Matter of Credits

A group of American newspapers have recently been exchanging experiences in the matter of credit. The prevailing practice seems to be that all regular advertising bills are rendered the 30th of the month, and must be paid within the next 30 days. Generally no discounts are allowed, but some publishers allow a cash discount of 2 per cent. if paid within ten days, and others allow a 5 per cent. discount for cash to regular advertisers if paid in advance. In the case of agencies, if an account becomes overdue, subsequent insertions will be billed direct to the advertiser until the account of the agency is paid. Another interesting feature is brought out: publications which have been preparing copy for advertisers, and in some cases line cuts without charge, are now beginning to make a charge for this service as well as for the space. No doubt extra service to advertisers will eventually be charged for by all publishers.

They Have the Kickers

The *Haileyburian*, Haileybury, Ont.:—Last week the *Haileyburian* sent out only four pages. It was a small sheet, indeed, and nearly blew away as we were conveying it to the post office. By the employment of a pair of tweezers we finally managed to get it mailed, and then sat down exhausted to await developments. We did not have to wait long! First a regular procession of subscribers called at our sanctum and demanded the balance of their paper. Then similar requests began coming in by mail until our desk was littered. "What's the reason I didn't get all my paper?" they asked, "You only sent us half,—and the continued story was just about ready to end!" Psst! Listen! We'll tell you what was the matter. The fact is that our weekly shipment of paper from Toronto failed to arrive on time, and rather than disappoint our advertisers we decided to use our own stock and get the local part of the paper out on time. We are glad to hear our readers raise a rumpus when the paper isn't what it should be. It shows they are interested, and that alone should spur us on to even greater effort. Kick some more! We like it!"

$175,000 Off Printing

A saving in national printing of $175,000 in the first five and a half months of its existence is the record of the Editorial Committee, whose first report was submitted to Parliament by Sir George Foster. The committee consists of Mr. Fred Cook, assistant King's printer, chairman; Mr. F. C. T. O'Hara, Deputy Minister of Trades and Commerce, and Mr. F. C. C. Lynch, Supt. National Resources Intelligence Branch, Department of the Interior. The economies effected include the absolute stoppage of the printing of some reports, sweeping deletions in the manuscript of others, and great reductions in the size of editions. By these changes such a thing as the overprinting of 2,000 sets of the auditor-general's report, involving an actual waste in paper alone of over 10 tons as was the case last year, will be impossible in future.

Deny the Charge Made

The Canadian Newsprint Manufacturers have issued an emphatic denial to the statement made at the A. N. P. A. that Canadian newsprint was finding its way to anti-Allies. At a meeting in the Ritz-Carlton at Montreal the following was passed and sent to the Dominion Government: "The newsprint section of the Canadian Pulp and Paper Association, comprising the principal manufacturers of newsprint in Canada, notes with astonishment a resolution purporting to have been passed by the American Newspaper Publishers' Association, at their annual convention in New York, to the effect that a substantial percentage of present exports of newsprint paper from Canada and the United States is going to newspapers unsympathetic with the interests of the Allies, and demanding that the War Trade Board of Canada prohibit exports of newsprint paper from this country to other than Allied countries. The manufacturers refrain from commenting upon the unusual circumstance of an organization of business men in a foreign country undertaking to control through the Government of Canada any part of the export trade of this country, but would point out that so far as the export of Canadian newsprint is concerned, it is all done under licenses issued by the War Board of Canada, which is a sufficient guarantee that none of these exports are sent to unfriendly alien countries."

Trouble in Hamilton

According to the *Typographical Journal* there is "some friction between the typographical and pressmen's unions in that city over the fact that the duties of several printers necessitate their doing a little presswork, and inasmuch as no feasible plan has been suggested whereby the difficulty might be overcome and the discrepancy settled. The local typographical union has refused to take any action against its members, some of whom have been doing the work complained about for many years. The pressmen now propose to have the matter aired for adjustment before a joint board of International officers."

Georgetown Paper Hit.

A rather serious fire occurred at Georgetown on April 26 early in the morning, when the *Herald* plant was completely destroyed and the building badly gutted. The fire brigade responded promptly and prevented any serious damage to nearby properties. The loss on the newspaper plant will be $5,000, and on the building $3,500, partly covered by insurance. The chief losers are R. D. Warren and J. M. Moore. A reduced size paper was issued on the first date after the fire with the prospect of the *Herald* as usual in a short time.

Officer's Libel Action

Major R. S. Hays, of Seaforth, succeeded in his appeal against the judgment of Chief Justice R. M. Meredith, which refused to compel Frank Weiland, a printer on the Seaforth *Expositor*, to give on examination the name of the author of a pamphlet which the Major claims libelled him by accusing him both of cowardice at the front and of unprofessional conduct as a member of the legal profession. Weiland refused to disclose the name of the writer of the article on the ground that it would reveal the name of a witness he intended to call at the hearing of the action for libel, but the Appellate Court judges decided that the real ground for holding back the name was a disinclination to afford any clue to the real offender, the writer of the manuscript, which Weiland had destroyed. The court ordered Weiland to tell on examination to whom he gave copies of the pamphlet.

Soldier Paper Published

Subtle wit comes to the surface in the pages of the *Barrage*, a paper printed for the Canadian Reserve Artillery. In the "Agony Column" this appears:

Are you marked for Canada? If so, you need Baischobs "Hot Air!"—Just published! Chapters on "Hairbreadth Escapes," "How I nearly won the V.C.!" "How I saved the Guns!" etc., etc., etc. Easily remembered! Very convincing.—"Old Soldier" writes: "Since buying your book, I have never had to pay for my beer!"

New Label In Use

The Montreal Allied Printing Trades Council held an important meeting at St. Pierre Hall. The executive officers reported that quite a number of establishments are now using the allied label, and that after May 1 it will be the only label in existence in the local printing field. This means that all typographical union labels will be withdrawn from the market at the end of this month and that the new label will be the only one to be used. In appearance the new label resembles the design of the previous one but the wording is different. The new label represents the following bodies, the Photo-Engravers, the Stereotypers, the Typographical Union, the Mailers, the Pressmen and the Bookbinders. The allied council have invited the press to attend all their meetings in future.

Increasing the Price

Montreal *Star*: Commencing on the 13th of April the Montreal *Star* will be two cents a copy for Saturday's issue only. Saturday's issue being the largest in volume its production is relatively more expensive than the other days of the week. For the present anyway the selling price for the other five days will not be changed. With the return of normal conditions it is hoped that the old selling price of one cent every day will be resumed, and this may occur in the very near future. It may be interesting to the reader to know that the increased cost in the publication of the *Star* occasioned by the war falls little short of $300,000 per annum.

PROF. WADE TOOLE, B.S.A.

Who has resigned the position of managing editor of the *Farmers' Advocate*, London, to become Professor of Animal Husbandry at the O.A.C., Guelph.

A New Company Paper

From the *Pulp* and *Paper Magazine*: For a collection of interest, instruction and humor the contents of the *Digester* deserve attention. The *Digester* is the house organ of the Laurentide Company at Grand' Mere, P.Q. The first two issues give promise of its being a most useful part of the Laurentide organization. The paper appears weekly, and consists of articles in both French and English, with rather the larger proportion in French. The feature is worthy of copy by several mills who may think of establishing a company paper, and who have a considerable number of employees whose language is French. Besides a number of articles dealing particularly with news of the mill, there are also articles dealing with municipal affairs and outside matters of importance and interest to the people of Grand 'Mere. There are a number of illustrations, both pictures and cartoons, which show that there is considerable talent in the big mill on the St. Maurice.

How It Worked Out

In Philadelphia, the *Evening Bulletin at* two cents a copy, for the month of February, showed an average paid circulation of 401,039 copies, which is almost 4,000 a day higher than that of the same month of 1916 when the *Bulletin* sold at one cent. When the *Bulletin* raised its price in February, 1917, its circulation for the first month dropped off approximately eleven per cent. Month by month it has come back again until to-day the *Bulletin* has almost all its old circulation at two cents a copy.

Buy What They Need

Dealers in flat papers report that trade is steady, with few changes in prices. Job printers throughout the country are not buying as much in advance as they were a few months ago. At that time there seemed to be a chance of a rather acute shortage in some lines, and this caused a run to be made on them which kept business brisk for the time. "Now they know they can get almost any size on short notice," said one of the Toronto dealers, "and as a result they are buying more for actual needs than for the purpose of stocking up their shelves. However there appears to be a good amount of work being done in the city and out of it, and the demand for all staple lines keeps up very well."

Kansas City Hour Costs

The Graphic Arts organization of Kansas city reports hour costs for six months ending September, as follows:

Hand composition	$1.83
Job-press, hand-fed	.93
Job-press, automatic feed	1.00
Cylinder press, under 25 by 38	1.94
Cylinder press, medium	2.29
Cylinder press, over 38 by 50	3.11
Ruling	1.39
Cutting	1.44
Folding, hand-fed	1.50
Folding, automatic feed	1.97
Men's hand work	1.15
Girls' machine work	1.09
Girls' hand work	.58

They issue a chart every six months to show the members the fluctuation from month to month, and also to show the trend of business.

J. J. Sheppard, editor of the Miami (Okla.) *Rounder*, has been sentenced to twenty days in the county jail and fined $50 on a charge of carrying concealed weapons. His defence was that he had been threatened and hence carried a revolver and rifle to distribute his paper in safety.

Editorial Liability

An interesting point has been settled in Boston in regard to the liability of a paper in guaranteeing or recommending articles advertised in its columns. George M. Heathcote of Boston sought to recover from the Curtis Company on the ground that his wife, now dead, had been led through the reading of an editorial in the *Saturday Evening Post* to make a contract with the North American Construction Company for building a house and that the work was not saisfactory. The editorial in question, it was asserted, guaranteed "the honesty, integrity, trustworthiness and financial standing" of advertisers using the columns of the magazine. The editorial, the court held, was not strictly a guarantee to answer for the debt or default of another, but was in effect merely a recommendation of its advertisers, that they could be depended upon as reliable and honest.

"A statement that a manufacturer is trustworthy," the decision said, "is an assurance that he is reputed, that nothing to the contrary is known; and while an action may lie upon such a promise in case of fraud, it is not a statement which gives a right of action against the publisher if the party recommended does not do as he agrees under any particular contract."

In this case the court found that while there was evidence that the North American Construction Company failed to perform its contract there was no evidence that the company was engaged in a fraudulent business, was financially irresponsible or was in the habit of intentionally deceiving people.

Advertising the Loan

A return tabled in the House gives details of the amounts paid to newspapers throughout Canada for advertising the Victory Loan of last November and December. The total cost of advertising the loan was $207,093 of which the amounts paid to newspapers and magazines aggregated $164,519. Practically every newspaper in Canada, irrespective of politics or character, got a fair share of the advertising according to circulation. The larger dailies received from $1,000 to $3,000 each, while the small weeklies averaged about $50 apiece. Among the details it is interesting to note that *Le Devoir* got $1,127; *Le Nationaliste*, $119; *Jack Canuck*, $504; the *Orange Sentinel*, $252, and the *Catholic Register*, $210.

Papers Back Wilson

Declaring that "our material and financial resources are at the call of the nation," the American Newspaper Publishers' Association, embracing 497 daily newspapers, pledged the support of its members to the Government's war program at the opening of the annual convention at the Waldorf-Astoria Hotel. A telegram was sent to President Wilson advising him of the convention's action.

"Publishers of daily newspapers heartily endorse your recent addresses, in which the principles on which the United States stands in the war are defined," said a resolution unanimously adopted. "We applaud your re-affirmation of our national purpose and the statement of the basis of the only peace this country will consider. We glory in your acceptance of the German challenge, and pledging the fullest support of the newspaper press to the Government, declare with you that neither Germany nor any other country shall be allowed to extend its dominion over the earth."

Anonymous Journalism

Margaret Cronin, writing to the Toronto *Globe*, says: "Neither the *Globe* nor the rest of the English press in Canada who have been bitter in their denunciations of Mr. Borurassa and the *Devoir* has ever had the courage to adopt a practice consistently preached and followed by the *Devoir*—a practice in keeping with the best traditions of French journalism—I mean the signing of articles. Mr. G. K. Chesterton has been preaching a crusade of this nature in England for the last ten years or so. Another article of his creed may be found in the resolution that Mr. Rodolphe Lemieux is introducing in Parliament, favoring the obligatory publication of the names of shareholders, proprietors, managers, editors, etc., of all newspapers. The United States makes not only such publication obligatory, but exacts likewise the names of contributors to campaign funds. The *Devoir* announces its intention of assuming the task of getting such a law on our statute book. Is there a single English newspaper in Canada willing to educate people into the belief that anonymous journalism is only less dishonorable than the anonymous letter?"

What the Woodpile Did

Harriston *Review*: "When the *Review* office was opened on Monday morning the composing room presented the appearance of having been visited by a mob of Quebec anti-conscriptionists, or as though a stray shot from the Hun mystery gun had landed in its midst, as the place was in chaotic disorder, type and broken glass being scattered all over the place, an imposing stone broken and everything topsy-turvy. A brief inspection, however, furnished a simple solution:—The composing room is of only one storey with a skylight to give additional light. The dweller in the realms above, mindful of the fuel situation, had given his stock of green wood the uplift by piling it on our flat roof where it could dry in the summer sun, secure from the reach of the covetous and predatory. The warm rain of Sunday night melted the snow from beneath the pile of wood and it toppled over, a quantity crashing through our skylight and wrecking things as aforesaid. However, the owner of the wood was quickly on the scene and reclaimed his cherished fuel, while the printers, with the best grace possible set to work to eat their humble 'pi' as mixed up and broken type is technically called. It might have been worse had it happened during working hours, although a quantity of poster type was utterly ruined by water."

Calgary New Daily

The management of the Calgary *News-Telegram* announced the cessation of publication of the newspaper and the passing of the *News-Telegram* Publishing Company. The *News-Telegram* was followed by a new paper, the Calgary *Canadian*, published by Alberta Newspapers, Limited, a $350,000 corporation, with its shares of a $10 denomination, of which G. M. Thompson is the President, and the directors leading business men of the city and province. The Calgary *Canadian* made its appearance with a forty-page newspaper, in which the announcement was given of a strong and distinctly Canadian policy. The managing editor is G. M. Thompson, with whom is associated C. A. Hayden, late city editor of the *News-Telegram;* R. L. Raycraft, business manager, late with the Calgary *Albertan*, and Rev. Dr. Salem G. Bland, D.D., of Winnipeg, also will be one of the contributing editors. The new company, it is said, has upwards of a thousand shareholders scattered throughout the province of Alberta, the plan having been adopted by Alberta Newspapers, Limited, to finance the *Canadian* among the subscribers of the newspaper.

A. P. Officers Re-elected

All officers of the Associated Press were re-elected by the Board of Directors, as follows: President, Frank B. Noyes, Washington *Star;* first vice-president, Ralph H. Booth, Muskegon *Chronicle;* second vice-president, E. P. Adler, Davenport *Times;* Secretary, Melville E. Stone, New York City; Assistant Secretary, Frederick Roy Martin, New York City; treasurer, J. R. Youatt, New York City. The offices of secretary and assistant secretary carry with them those of general manager and assistant general manager, respectively.

THE LATEST PRICES

PAPER

News (rolls) at mill cars	$2.85
" (sheets) at mill cars	3.25
" (sheets) 2 tons	3.50
" (sheets) less than 2 tons	4.00
Book papers (cars) No. 1	$ 9.25
" " (ton lots) No. 1	$9.50 10.00
" " (cars) No. 2	9.00
" " (ton lots) No. 2	9.50 10.00
" " (carload) No. 3	7.00
" " (ton lots) No. 3	7.50 8.00
Coated book and litho No. 1	$12.25
" " " " No. 2	11.25
" " " " No. 3	10.50

(METALS)

Linotype	13½c

Scrap Prices

Old type	12 c
Elec. and Stereo	8½c
Zinc cuts	5½c
Brass	12 c

The Lanston Monotype Machine Company declared its regular quarterly dividend of 1½ per cent., payable February 28th to stock of record February 18th.

Current Events in Photograph—No. 1

BEFORE THE FRONT LINE

This is a photo of an advanced British artillery observation post situated somewhere out in No Man's Land watching the effect of the fire of batteries miles in the rear. Here a man may surely look in the bright face of danger, and gaze in it alone. He and the birdmen are the eyes of the guns behind. If they fail in a measure at least the guns fail, and that means an added tragedy out there in front. Here you see the observation officer in his steel helmet watching through a new variety of periscope the effect of shell fire.

PUBLISHERS' DOINGS

The *Haileyburian*, published at Haileybury, Ont., conducts a guessing contest as to when the ice will leave Lake Temiskaming. The person guessing nearest to the correct date receives the paper a year free.

The Gazette Printing Co., Ltd., of Montreal, has issued a book of specimens in color work that is a credit to the shop turning it out and the artists who have produced the work. The book is simply called "Proof," and the pages are left to provide it. Splendid reproductions of water colors are made. There is also, on the printed pages, a plea for better and higher class work. Referring to the selling power of good printing "Proof" has this to say: "If your printing is not to join the crowd in the W.P.B., it must be made so attractive, so interesting, so vital, that the Busy Business Man will give it a thorough reading. Make it so good that he will take it home, where, after a good supper and garbed in slippers, with a Corona in his mouth, he can give your message quiet, reflective thought. Don't ever part with your good money for printing that won't make the Prospect part with his."

The Forest *Standard* has taken over the subscription list of the Thedford *Tribune*. Major W. Bryant, owner of the latter, is retiring from active newspaper work for a time owing to ill-health.

Weyburn Review:—"The editor himself undertook to run the linotype machine though he had never had any previous experience with it, and the readers are asked to overlook all and sundry mistakes. As a result of the new duties the gathering of local news has been neglected. However things are never so bad but what they might be worse and if the readers and advertisers will exercise a little patience things will adjust themselves very shortly."

From the Walkerton *Telescope*.—Editor Wm. McDonald of Chesley announces that he is going to keep a pig. From now on "editorial pen" will have two meanings in Chesley. Says the People's William:—Just to have that Flavelle feeling for one season we have decided to raise a hog. The only objection we have is that the first garden party we attend this summer, some chap perched Nicodemus-like in the branches of a tree overhanging the platform will ejaculate: "Here comes Lord MacDonald," or perhaps the more alliterative title of "Bacon Bill."

From the Smith's *Falls News*:—The big press on which *The News* is printed, after perfect behaviour since rebuilt in the new office, started to act up as a printing press will, a couple of weeks ago and last press day balked and bucked and smashed some part of the works. Through the courtesy of *The Record* the "run" was finished on our contemporary's press, and although it has been fixed and pampered and at times appeared during the ensuing week to be under control it may be necessary to accept the kind offer of *The Record's* press to-day. If we can just get Mr. Paterson back for a few hours everything will be lovely. He has the brute so well trained that it will eat out of his hand.

The Galt *Reporter* was tied up a few days ago under the new power order. A number of Hydro-power users in Galt were notified that they would not be able to run their plants with Hydro current, due to the shortage of power. Among those so notified was the Galt *Reporter*, and although arrangements were made to run the linotype machines with other power the paper did not go to press until after 6 o'clock. Fourteen firms and factories are affected by the order.

An item in the Winnipeg *Free Press* recalls the fact that "Winnipeg has its first type-setting machine. It is a Rogers and is owned by the Stovels." It was installed early in the year 1893.

The first daily newspaper printed in the English language was published by a woman. Elizabeth Mallet began the publication of the *Daily Courant* in London in 1702.

The Standard Cost System is Popular

The Extension of the System in the United States—Many Firms in Canada Have Installed It—More Will Do So—Estimating a Big Subject of Interest

MANY of the best printers in the country have adopted the Standard Cost Finding System and none have discarded it. These are reasons enough why no printer should blunder along with a make-shift system or even with an accountant's layout. Facts are easily arrived at, provided the printer wants the facts. The first prerequisite for success in cost-finding is earnestness on the part of the printer.

A cost finding system begins with time records. In the composing room the man hour is the unit, in the pressroom the press hour is the unit, in the bindery the man or girl hour is generally the unit, but it often is very desirable here in establishing the cost of a machine.

A sample set of blanks can be had through the Franklin-Typothetæ of Chicago, through the *Ben Franklin Monthly*, or through the United Typothetæ of America. Each printer can either purchase blanks or print them himself either from type or electros.

SOMETHING ABOUT THE SYSTEM

The order blank is identical with the job ticket. They are both filled out at one operation with a sheet of carbon between them. The ticket is on the face of an envelope, which eventually contains all the proofs, O.K.'s, etc., connected with the job. The original is held in the office and should never be changed on its face unless a corresponding change is made on the job envelope. On the back of the original job ticket is the job record, and every morning the time records are carried to these records. Hence the job records show at a glance just how much work has been done on any job in progress through the plant.

The time tickets are usually printed on a distinctive color for each department. Where departments are subdivided in order to arrive at closer detail of cost, provision can readily be made to secure accurate records. Workmen fill out the blanks, the department foreman O.K.'s the time entered thereon, and the office decides what work is productive and what is non-productive. Salable time is productive time—composition, stone work, etc.—and non-salable time is non-productive—proofreader, foreman, errand boy, etc. On the back of the standard blanks the various operations are tabled under the two heads of productive and non-productive hours. Where an employee works in more than one department he should turn in two or more time tickets, one for each department in which he has performed either salable or non-salable work. In a small plant one combination time ticket may be arranged; where the foreman or manager or superintendent or proprietor occasionally or continuously performs some productive operation, he must needs fill out a time ticket just as any other producer.

There are other blanks, but all may be seen and examined at leisure by any printer, and as each blank is self-explanatory they may be passed over here.

FORM 9-H

The keystone of the system is the ability to fill out form 9-H.

Along the top of form 9-H are blank spaces for every department, together with the amount of capital invested in each. There have recently been extra columns added to cover "Selling expense," "Stock handling," as well as "General expense." To this blank is carried all the totals from other records; the payroll for each department is shown, the rent, heat, light, power, insurance, taxes, interest, depreciation, bad debts, spoiled work, department direct expense, stationery, advertising, cartage, car fare and all other expenses. Through these figures it is easy to obtain the total selling expense, the total stock handling expense, the total general expense and the total department cost without general expense.

The general expense is then prorated on the basis of department cost and thus is obtained the total cost of each department for any given period—a week, a month, a quarter, or a year. The records show the total number of hours sold in each department and these divided into the total cost of the departments, including all salaries and all other expenses, gives the cost per hour of each operation.

A little figuring will also give the percentage of productive time in each department. The plant buys and pays cash for, say, 100 hours of time in the composing room, yet it only sells fifty of these hours. With such a fact in evidence it is possible to stop the leakage; ignorance of this fact accounts for the oft-repeated statement that the composing room is a sink-hole down which good money is thrown weekly.

KNOW YOUR COSTS

Any progressive printer who really wants to know where he is at can install this system for himself in his own plant. Until he can intelligently fill out form 9-H no printer should pose as a man of business. When every printer can fill out this blank there will be an approaching end to price-cutting and to the ridiculous estimates any buyer of printing can find if he puts forth a little effort. No printer wilfully sells a product below its known cost of production. It is only when the cost of a product is not known that the worst guesser gets the contract. The mere guessers never know just where they are at, trusting to luck and chance in matters where knowledge would prove to be power and business salvation. Know your costs.

N.Y. SCHOOL OF PRINTING

THE Industrial Education Survey Committee appointed by Mayor Mitchel has presented its report on the printing trade of New York City. The committee recommends the establishment of a central school of printing under the Board of Education, to be approved by the city, so that existing deficiencies and handicaps in the production of skillful printing may be overcome.

The recommendation was made as the result of ten months' intensive study of the printing business in New York City, and has the endorsement of the Association of Employing Printers and the Master Printers' Association, the two representing practically all of the employing printers in the city, and also of all of the unions in the allied printing trades.

The report says:

"The committee shows that New York City is the greatest centre for the printing industry in the entire world. The industry represented last year 2,650 printing establishments, employing 68,540 persons. In salaries and wages together there was paid out approximately $75,000,000. The capital invested in the printing industry totalled $155,000,000, while the value of the combined product of the printing and publishing trade amounted to $215,000,000."

Among other arguments, the committee presents the following:

"At present no school is large enough or important enough to organize its courses of instruction so as to comprehensively meet the demands of the trade. Such courses could be provided in a central school of printing. The need for such a school is urgent. Its advantages over the present scattered courses of instruction are numerous and unquestionable. Some of the more important of these are as follows:

"In the first place, a central school of printing permits certain economies in administration not possible in schools of other types.

"The success of a vocational school depends to a large degree upon the co-operation of the three parties vitally concerned in the problem, *i.e.*, the employers, the employees, and the school authorities. The employing printers' associations and unions have recommended the establishment of a central school of printing. It is evident that both employers and employees will show great interest in such a central school, and will co-operate with it in many useful and important ways. They will look upon it in a sense as their school, and it will mean much more to them than if a number of courses in printing were given in departments of several schools.

"A central school would permit a considerable variety of courses: Unit courses, graded courses, advanced, and specialized courses in trade subjects, etc., such as cannot be given in the present schools. The printing industry in New York City has enough workers easily to provide a sufficient number of students for such a central school."

BLESSED WORK

We always are kicking about our work
  And wishing for rest from toil,
Merchant and banker, carpenter, clerk,
  The workers of sea or soil;
We long to idle and laze around
  As "people of leisure" do;
We weary, we say, of the same old round,
  And hanker for something new.

And yet, if you took our work away
  And told us to rest at ease,
We'd pine for the glad old working day
  When we were busy as bees; ,
We'd twiddle our thumbs and yawn and squirm
  And life would be just a bore,
And we'd long for the end of our idle term,
  And the grind of a job once more.

NEWS ITEMS---MAINLY PERSONAL

BRITISH COLUMBIA

The *Gazette*, Grand Forks, moved into new and larger premises last month.

H. C. Grizzle, advertising manager of the Nelson *Daily News*, retired last month to go into the life insurance line in that city.

Fred C. Graham, a former editor of the *Pioneer*, Phoenix, is among a contingent of British Columbia soldiers recently invalided home.

The *Vancouver Province* has just celebrated its 20th birthday. It has been continuously under the management of W. C. Nichol.

Robb Sutherland, manager of the Nelson *Daily News* for the last three years, has resigned. F. F. Payne, former managing editor, is Mr. Sutherland's successor.

T. H. Kay, late of the *Herald*, Cranbrook, and later an hortieulturist near London, Ont., is again back in journalistic harness as assistant manager of the *News*, Medicine Hat, Alberta.

This is secretarial year for sure for Editor Power of the *Kootenaian*, Kaslo, who does the correspondence work for the Board of Trade, Conservative Association and City Hospital.

M. R. Jennings, business manager of the Edmonton *Journal*, has been spending a few weeks on the coast enjoying the balmy climate. He took a number of falls out of Colonel Bogey.

Jas Grier, of the Lomond, Alberta, *Journal*, who was severely indisposed with pneumonia last month, spent some days recuperating at former haunts in the silvery Slocan and Boundary towns.

James Grier, who published the Hedley, B.C. *Gazette* for some time, returned from Alberta some weeks ago to New Denver. He will probably again locate somewhere in the coast province.

Edgar W. Dynes, formerly Pentieton correspondent for Vancouver papers, has just published a novel, "A Prodigal of the Hills," the scene being laid in the Kootenays during the early gold rush.

Editor Wilcox of the *News*, Trail, and Editor Power of the *Kootenaian*, Kaslo, were delegates to the annual meeting of the Associated Boards of Trade of British Columbia at Nelson last month.

R. C. Jamieson, late of the Winnipeg *Free Press*, has joined the Vancouver *Sun* as musical and dramatic editor. C. E. Coling has also transferred from the *Free Press* to the *Sun*, and has taken the position of advertising manager.

F. N. Doubleday, a partner in the New York publishing house of Doubleday, Page & Co., has been in Victoria, on his way from the Far East. Speaking to the *Colonist* there, he said the German propaganda was maintained there to a surprising degree.

H. W. Power, editor of the *Kootenaian*, Kaslo, represented the mining interests of that section at the International Mining Convention at Spokane, Wash., in February. The *Kootenaian* issued four days ahead of schedule to permit of Mr. Power making the trip.

R. T. Lowery of the *Ledge*, Greenwood, who was spending the winter in California, recently won a $10 first prize for the best written love letter in a contest conducted by a Frisco daily. Editor Lowery, be it known, is a bachelor of at least a half-century's experience.

Walter Jordan, editor of *The Review*, Revelstoke, was a prominent speaker at a Kootenay Sunday school convention held in that city early this month. Editor Jordan frequently occupies Methodist and Presbyterian pulpits in Revelstoke and surrounding towns.

E. G. Rooke, day editor for the Canadian Press, Limited, in Vancouver, since the inauguration of the national wire, has been transferred to the Ottawa office. He was succeeded here by Wilson Blue, formerly of *The Sun*. Rooke worked on the Vancouver *News-Advertiser* and Winnipeg *Telegram* before tying up with the Canadian Press.

The local staff of the Canadian Press headquarters on the coast consists of Vernon Kipp, manager, Mr. Blue, day editor, and D. C. Jenkins, night editor.

In addition to the three dailies, Vancouver can boast of two weeklies and several trade papers. The old *Chinook*, latterly known as the *Standard*, has gone into more or less temporary retirement and has been succeeded by the *Western Witness*, which is edited by two local pastors, Revs. E. A. Cooke and Rev. Richmond Craig. They are hitting vigorously at many abuses. Miss Amy Kerr, formerly of Toronto, is successfully editing a local woman's weekly.

C. F. Hayes of the *Review*, Creston, has been elected a director of the Cranbrook Exhihibition Association. The Creston Valley is depended upon to furnish the fruit display for East Kootenay's big fair at Cranbrook, and Editor Hayes is thus honored to ensure that the horticultural exhibit each year is one of the best features at the fair.

The Vancouver branch of the Canadian Women's Press Club has made rapid strides of progress this year, a club room having been secured in the Hotel Vancouver. The officers are: President, Miss Mabel Durham, society editor Vancouver *Province;* secretary-treasurer, Mrs. B. E. Green, society editor Vancouver *Daily Sun;* corresponding secretary, Mrs. E. M. Cuppage, editorial staff Vancouver *Province*. Mrs. Nellie McClung was a guest of the club at its last meeting and addressed a mass meeting under its auspices on "Women the Last Reserves," held in the Wesley Church, as result of which $183.70 was raised by the club for patriotic purposes. The club meets every third Tuesday.

ALBERTA

The labor searcity is having its affect, especially among the rural weeklies. Type setting machines are becoming more popular.

Roy S. Burns has left the employ of the Edmonton *Journal*, and takes charge of a newspaper and job plant at Bashaw, Alberta.

Sergt. Robert Calvert, an Edmonton printer, has won the military medal for bravery in action. He went from Edmonton with the 31st Battalion.

L. D. Nesbitt, publisher of the Brooks *Bulletin*, is also in the livestock business. Last fall he purchased a number of high-grade heifers and this spring bought a well-bred young Hereford bull from the famous Collicut ranch, paying $300 for the animal.

O. D. Austin, formerly with the Medicine Hat *News*, has located in Edmonton as local advertising manager of the *Bulletin*. He succeeds C. T. M. Sapsford, who has become managing director and secretary of the Northern Fiscal Agency of Edmonton.

The Douglas Co., Ltd., of Edmonton, have made a number of changes in their business, disposing of the book and stationery end of the business. An official of the firm, speaking of the changes, said: "We have made a sale of the commercial and office furniture line of our business to the Willson Stationery Co. of Winnipeg, who are operating in our old stand. It is our intention to close out the balance of our book stock before the end of this month and in future to confine ourselves to printing and publishing, bookbinding, loose leaf systems and manufacturing stationery. We have doubled our floor space in our printing department, and are making extensive alterations and intend to increase materially this branch of our business which has been growing rapidly the last few years and which has a very big future in this city and district."

MANITOBA

John Stovel, head of the Winnipeg firm of that name, had a nasty injury recently. The house organ of the Stovel Co. refers to it as follows:—"Mr. John Stovel, our worthy chief, had the misfortune to fall and break his right wrist when returning home from the Granite Rink after skipping a game in the Stovel bonspiel on Saturday, Jan. 12. The injury is progressing favorably, though Mr. Stovel naturally finds the handicap of having his right arm in the doctor's care a very serious one."

ONTARIO

The Leamington *Post-News* in the week of April 25 entered on its 44th year.

Reg. Martin, of the circulation department of the *Globe*, has joined the Royal Flying Corps.

Wm. Jackson, of the Jackson Press, Kingston, has returned after spending a couple of months in the South.

G. Gundy, who went to Stratford as editor of the *Herald* from Sherbrooke, has resigned, and is returning to Sherbrooke.

Pte. John Small, a former member of the printing staff of the Watford *Guide-Advocate*, has died of wounds at the front.

Allan Baxter, a well-known Brantford newspaper reporter, has joined the reportorial staff of the London *Free Press*.

Herbert G. Jennings, of Hespeler, has taken a position as assistant editor and business manager of the Tillsonburg *Observer*.

J. N. Cober, of Kitchener, has purchased a new job office outfit and is again going into the job printing business in that city.

Major J. E. Johnson, for 39 years editor of the Leamington *Post*, and an ex-mayor of the town, died on March 20 in his 75th year.

Lieut. T. R. Elliott, formerly of the editorial staff of the London *Free Press*, has left for overseas with an artillery draft from Guelph.

Mrs. Elizabeth Knowles, mother of C. O. Knowles, manager of the Canadian Press News Service, Toronto, died at her home at Guelph on April 3.

Roy Dunbar, linotype operator at the *Beacon*, Stratford, has joined the 1st W.O.R. at London, making the tenth *Beacon* employee to join the colors.

Percy W. Reid, for several years a linotype operator on the London *Free Press*, has received the position of advertising manager of the Green Furniture Co., Hamilton.

Alfred Primeau, foreman of the job printing department of the Windsor *Record*, recently suffered the death of his father, Theodore Primeau, of Walkerville.

Hugh Ross, father of J. C. Ross, M.A., of the Montreal *Journal of Commerce*, formerly of the Toronto *Globe*, died recently at his home near Embro, in Oxford county.

The Hamilton City Council unanimously passed a by-law appointing C. W. Kirkpatriek, of the Hamilton *Herald* staff, Commissioner of Industries for this city. Mr. Kirkpatrick is a newspaperman of many years' experience. Before joining the *Herald* staff

Mr. Kirkpatrick was news editor of the Brantford *Expositor*.

L. Blake Duff, of the Welland *Telegraph*, has purchased a Duplex press, replacing a two-revolution Potter. He is contemplating the erection of a modern establishment this spring.

Pte. William Gadd, a former Durham, Ont., printer, who had been working previous to enlistment on the staffs of daily newspapers in Regina and Calgary, has been killed in action.

Lt.-Col. J. A. Cooper, a well-known Toronto journalist, who went overseas with the Buffs regiment, has, it is understood, joined the 19th battalion in France with the rank of major.

Lloyd Spalding is leaving for Woodstock, having been appointed news editor of the *Sentinel-Review*. He was a linotype operator in Stratford, but had previous editorial experience.

Among recent casualties is Pte. Stephen Twyman, reported killed in action. He learned the trade of printer with the Brantford *Expositor*, from which he enlisted with the 32nd Battery.

R. A. Wilson, a member of the editorial staff of the New York *Sun*, and a son of Lieut.-Col. Alex Wilson, of Seaforth, Ont., has been appointed London, England, representative of the New York *Sun*.

The Ontario Conference of Typographical Unions has accepted the invitation of Typographical Union No. 378, of Brantford, for the conference to meet there this year. The printers will meet on June 7 and 8.

The Highgate *Monitor* has been sold to A. E. Colgan, of Dundalk, following the death of Samuel Gosnell, former editor and proprietor of the *Monitor*, who was killed some time ago when struck by a train.

J. E. V. Atkin, editor of the Alvinston *Free Press*, has given up this work to aid in the greater production scheme. He has gone on a farm near Courtright. Angus McLean has taken over the editorship of the paper.

The death at the front is announced of Capt. Edward Waud, formerly of Woodstock, and a member of the sporting staff of the Montreal *Daily Mail* when he enlisted. He went overseas with the first contingent. He leaves his wife and a child.

J. Harry Fowler, B.A., late of the London *Advertiser* editorial staff, who has taken up free lance work in Ottawa, was the subject of some handsome presentations prior to leaving London. Mr. Fowler was president of the Canadian Club in London.

The F. W. Fisher Co. has been incorporated in Toronto to make and deal in paper boxes, pails, bags and do a general printing business. Capital $40,000, and provisional directors are M. MacDonald, E. Smily and B. Williams.

The Midland *Argus* has issued some advertising for the town of Midland and the *Argus* office that is quite creditable. Good stock is used in both the book and envelope in which it is placed. The appeal on the printed pages is to the residents of the town to be loyal to home industry.

Lieut. Alex. Donald, formerly a reporter on the Woodstock *Sentinel-Review*, has been awarded the military cross for bravery in leading a raid against a Hun trench. He went with the 92nd Highlanders from Toronto, and next month will have seen two years' service. Last fall he was wounded in the knee.

Canadians at the A.N.P.A.—Hamilton *Times*, John M. Eastwood; Hamilton *Spectator*, James R. Allan; Montreal *Star*, W. S. Marson. Toronto—John M. Imrie, Canadian Press; *Daily Star*, W. C. R. Harris; *Globe*, J. F. MacKay; *Mail and Empire*, J. S. Douglas; *News*, C. W. McDiarmid; *Telegram*, J. Ross Robertson and N. F. Bowman.

Thomas Gowans has been appointed to the position as assistant to the manager of the Canadian Press Association. Mr. Gowans published the Uxbridge *Journal*, was editor of the Brockville *Times* before its amalgamation with the *Recorder*, and came to Toronto from Fort Francis, where he had been publishing the *Times*.

W. E. Smallfield returned to Renfrew a few days ago from Toronto, where he has been for some months acting as assistant manager of the Canadian Press Association. The Board of Directors at a recent meeting passed a resolution thanking Mr. Smallfield for his splendid services in filling the position of assistant manager since the retirement of Mr. Alloway.

N. L. Martin, C.A., Toronto, has been secured as general secretary of the newly-formed Canadian Paper Trades Association. His office is at 64 Wellington Street West. Mr. Martin will give all the time necessary to the work of the new association, and has had considerable previous experience in matters of organization work.

Several committee meetings of the Canadian Press Association were held during April. The Circulation Committee met on the 19th, the Advertising Committee on the 18th and the Board of Directors on the 19th. The membership of the Association is now 838, being an increase over last year of 63.

W. H. Sears is now Eastern manager for the Toronto Type Co., having been moved from the Montreal office, where he has been in charge for the past ten years. His brother, Frank H. Sears, who has been his assistant in Montreal, takes charge of the Montreal office. Both are sons of T. H. Sears, the well-known traveler for the Toronto Type Foundry.

A. W. Tennant, reporter for the Sarnia *Canadian Observer*, who enlisted recently in the Royal Engineers, London, left recently to join his unit. Mr. Tennant, before taking the position as reporter with the *Canadian Observer*, was local reporter for the London *Advertiser*. Before his departure from the city Mr. Tennant was presented with a pipe by the management of the *Canadian Observer*.

Frank J. Nelson, for 30 years sporting editor of the Toronto *Globe*, has resigned to attend to private work. He was presented with two handsome vases on leaving the staff, Stewart Lyon making the presentation. Frederick Wilson succeeds Mr. Nelson. Leo Devaney, also of the *Globe* sporting department, was presented with military brushes on severing his connection with the paper.

The Military Service Act resulted in a number of men being called up from Brantford offices. Among them was Harry Charlesworth, circulation manager of the *Expositor*. The re-examination of classes lower than Class A brought in William Comerford of the stereotyping staff. The honor list of the *Expositor* was previously very large.

A feature of the Sunday service at First Baptist Church, Brantford, on Sunday evening last was the giving of a review of the changes in the man of the Western front since the German drive. The review was prepared by a member of the *Expositor* staff, and was read by a war veteran, the newspaper man being too timid to face a congregation.

Without request, the Brantford *Expositor* recently granted to the journeymen of the composing and stereotyping rooms an increase of wages which will total $3,000 per year. This on top of the recent increase in print paper. The increase came as a surprise to the men who had not made any application. This is over and above the standard scale. Weekly garden and bicycle pages were run by the *Expositor* recently. A local children's page, edited by one of the staff, has also been instituted.

The St. Marys *Journal* has given a daily bulletin service for the past four years and for two years has given a similar service by 'phone to the villages of Woodham and Kirkton, ten and twelve miles distant, respectively. On Sundays during the past month it has sent bulletins for announcement at the evening church services to the villages mentioned and also to Granton on the G.T.R., twelve miles west, and to Lakeside on the C.P.R., nine miles south-east. It claims to be the only town weekly in the province that gives such a service.

S. S. H. Jones, superintendent of the British *Whig* job department, Kingston, for the past two years, has accepted a position as assistant manager with the Hurley Printing Company, Brantford. Mr. Jones served his apprenticeship with the *Times* job department, St. Thomas. From that city he migrated to the States at the age of 21, connecting with the Sentinel Publishing Company, Lewistown, Pa., and the Maqua Printing Co., private printing plant of the General Electric Co., Schenectady, N.Y. After six years service as head make-up man on high-grade catalogue work with the latter company he returned to Canada, filling various positions as proof-reader, layout and service department man, salesman and superintendent.

Pte. Charles Ritter, formerly of the Toronto *Star* and Regina *Leader* mechanical staffs, is on his way home from Holland. He was reported from Stuttgart, Germany, on July 10, as being in hospital there with severe wounds in the head, arm and leg. It was some months before he recovered his health, but his eyesight was permanently impaired. In the summer of 1917 he and another British prisoner made an attempt to escape, but after being out nine days they were compelled to surrender through hunger although quite near to the Swiss border. The severe punishment which followed undoubtedly had the effect of severely injuring Pte. Ritter's health, which is now in so precarious a condition that he has expressed doubt as to whether he will last long enough to get home. Pte. Ritter was a member of the Galahad Bible Class of Jarvis Street Baptist Church, Toronto.

At a largely attended meeting of Toronto Typographical Union No. 91, held in the Labor Temple, the following candidates were nominated for the various offices for the ensuing year: President, T. A. Stevenson, W. Turnbull; vice-president, George Lavelle; secretary, Samuel Hadden, A. Fletcher; treasurer, E. J. How; recorder, George Murray; sergeant-at-arms, John McMahon; executive committee (five to be elected): W. Handley, A. Gerrard, Geo. Cassidy, Walter Williams, Jas. Cunningham, J. R. Hilton, N. M. Williams, A. McGowan; board of relief: George Cassidy, Jas. Stevenson, Fred. Hamblin, Chas. Wilson, W. J. Spence; auditors: E. Webb, W. R. Steep, F. J. McNeillie; trustees: A. E. Thompson, Hugh Stevenson; delegates to Allied Printing Trades Council: Jas. Stevenson, A. Gerrard, W. Auger; delegates to I.T.U. convention (two to be elected): Chas. Wilson, Jas. Stevenson, R. Winter; delegates to Trades and Labor Congress of Canada (two to be elected): D. McDougall, Geo. Crammond, N. M. Williams, E. J. Stephenson; provincial conference of typo-

graphical unions (two to be elected): A. E. Thompson, Jas. Cunningham, N. M. Williams, John Reid, W. Spence; delegates to Labor Educational Association Convention: George Murray, Fred. Hamblin; I.T.U. alternates: Samuel Hadden, Walter Handley; delegates to Toronto District Labor Council: A. Fletcher, A. Gerrard, E. Webb, Jas. Simpson, T. A. Stevenson, Norman Beamish, A. Mance, W. Morrow, R. J. Stevenson, A. McGowan, J. Doyle, D. McDougall, Fred. Hamblin, W. Colgate, L. VanHorne. The election will be held Wednesday, May 22, and the interest centres in the election of president and delegates to the I.T.U. convention, which will be held at Scranton, Pa., in August.

QUEBEC.

Edmund Doremus, for some time past advertising manager with the Dominion Cartridge Company, Limited, Montreal, has accepted an appointment with the DuPont Powder Company, of Wilmington, Del. His friends in Montreal took occasion on Wednesday, April 24, to tender him a banquet in the vice-regal suite of the Ritz-Carlton Hotel, Montreal.

The feature of the evening was the presentation to Mr. Doremus of a very fine gold encased fountain pen and also a pencil. Both were suitably engraved.

Edmund (Teddy) Doremus has been with the Dominion Cartridge Company for the past five years. He was the originator of the "Dominion Marksmen" idea among boys, which was instituted a year ago and has become very popular. It now has several thousands of members throughout Canada. It has, as its object, the formation of shooting clubs for boys from 12 to 19, throughout Canada, and as suitable pins are awarded for scoring, the boys' interest is immediately aroused.

E. M. Putnam succeeds Mr. Doremus as advertising manager for the Dominion Cartridge Co.

MARITIME PROVINCES.

Douglas Fritz, of the reporting staff of the St. John *Telegraph*, has resigned to join the Royal Air Service.

Newspaper business is excellent, and job work rushing. The leading papers are well filled with advertising.

Lieutenant A. W. Thorne, telegraph editor of the St. John *Standard* before going overseas, suffered recently from a gas attack.

The Ross Print and the Weeks Printing Co., both having purchased buildings, will move into their new quarters about the first of May.

Mr. Dexter, proof reader of the Halifax *Herald* will succeed R. S. Theakston as mechanical superintendent of the Halifax *Herald*.

Sergeant Frank O'Connor, formerly a reporter with various St. John newspapers, has been invalided home after three years' service; he was twice wounded.

The printing and bookbinding business in the Maritime Provinces is very good, but is still being further handicapped by the taking out of a number of young men for military service.

The Yarmouth *Times* announces a change in the days of its publication, from Tuesday and Friday to Wednesday and Saturday, thus leaving the *Herald* its days, Tuesday and Friday, all to itself.

Lieutenant J. J. Marshall, formerly a member of the news staff of the St. John *Telegraph*, returned from England recently after conveying a depot draft from Quebec to an overseas training camp.

Captain J. Douglas Black, formerly news editor of the Fredericton *Gleaner*, who went overseas with the 236th MacLean Kilties, has been transferred to a unit serving in France.

Randolph & Baker, of St. John, who have purchased the Flewwelling lumber mills at Hampton, N.B., are considering the conversion of the plant to adapt it for the manufacture of sulphite pulp.

Herbert G. McCafferty, of St. John, who was on the writing staff of the New York *Sun* when the United States entered the war, has been promoted to the rank of major in the United States Army. Three brothers are in newspaper work in St. John.

F. B. Ellis, editor of the St. John *Globe*, and A. M. Belding, editor of the St. John *Times-Star*, were members of a citizens' delegation which waited on the provincial legislature to present the views of the citizens in opposition to rate increases proposed by the local public utilities monopoly.

The thanks of the New Brunswick Legislature were extended to a committee of which A. M. Belding, editor of the St. John *Times-Star* was a member, for their work in the preparation of a report on vocational training. In accordance with their recommendations a bill was passed to authorize the addition of vocational training to the public schools system.

R. S. Theakston, mechanical superintendent of the Halifax *Herald* has resigned. Mr. Theakston intends to take up farming in Hantsport, Nova Scotia. "Dick," as he is popularly known, has been in the printing business for thirty-six years, twenty-five of which was spent with the *Herald*, a large part of this time as mechanical superintendent. Although of a retiring disposition he always had a host of good friends, has always been a consistent church worker and strong temperance advocate. His many friends wish him success and trust that he will live long to enjoy the pleasures and comforts of a country home.

NEWFOUNDLAND.

J. C. Puddister, business editor St. John's *Daily News*, spent the early part of April visiting the West Coast of Newfoundland.

Hon. Alex. W. Mews, editor St. John's, Nfld., *Advocate*, visited Trinity Bay during the early part of April. He was accompanied by Mrs. Mews.

Industrial Worker is to be the name of a new paper to be published shortly as the official organ of the Newfoundland Industrial Workers' Association. The *Industrial Worker* will be issued semi-monthly.

In the criminal libel case instituted against Sir W. D. Reid at the instance of Hon. W. F. Coaker, president of the Union Publishing Co., the Grand Jury found "no bill."

On April 27 the St. John's, Newfoundland, *Plaindealer* was suppressed by order of the Newfoundland Government, owing to an article which appeared in that day's issue of the paper relative to measures then before the Newfoundland Legislature.

Arch. E. Gardner is preparing a book as a souvenir of the consecration of Rt. Rev. Charles W. White, Lord Bishop of Newfoundland. The book will contain engravings of several views taken during the consecration service.

Arch. E. Gardner, reporter on St. John's *Evening Telegram*, has been advised by his doctor to seek change of climate. He has resigned his position and proceeds to Western States by way of New York, where he contemplates continuing newspaper work.

Alfred L. Murley, of the Curling *Western Star* staff, has volunteered for the Royal Newfoundland Regiment. Practically the whole of the *Western Star* staff have now offered their services to King and Country, and one has paid the supreme sacrifice.

Owing to the lack of tonnage for the conveyance of its product to foreign markets, operations at the Northcliffe paper mills at Grand Falls, Newfoundland, are being curtailed. The company's warehouses are all stocked with newsprint and all available room has been utilized.

The Dead

Rev. J. H. Bomberger, D.D., editor of the *Christian World* since 1908, and one of the best known ministers of the Reformed denomination, died in Sanford, Fla.

Captain E. F. Mathers, formerly a well-known Winnipeg newspaper man, was killed in action on April 9. Captain Mathers at the time of his enlistment with the 44th Battalion, was news editor of the Winnipeg *Telegram*. He was a native of Glasgow, Scotland.

W. H. Hunter, managing editor of the Minneapolis *Tribune*, died in St. Paul recently from acute indigestion. He was fifty-four years old. Mr. Hunter's newspaper career began when he became the editor of the Cedar Rapids (Ia.) *Gazette* in the late eighties. Since that time he has been editor or managing editor of twenty-six newspapers throughout the United States.

The death occurred suddenly, of Henry D. Holloway, of No. 249 Robie street, Halifax, an active member up to last year of the firm of Holloway Bros., printers, Granville street, and news of his death was a sad surprise to his many friends who knew he was about as usual so recently. Mr. Holloway was carrying out duties at the Relief Commission building the previous day. Mr. Holloway was a native of Halifax and was 73 years of age. Apoplexy is stated to have been the cause of death.

George Bleistein, collector of customs for the Buffalo district, died at his home in Buffalo of apoplexy. Mr. Bleistein, as head for a number of years of the Courier Company, which published the Buffalo *Courier* and did a large lithographing business, became one of the most widely known men in Buffalo. The newspaper was sold to William J. Conners about twenty years ago. Mr. Bleistein severed his connection with the lithographing business when he was appointed collector of customs by President Wilson four years ago. He was born in Buffalo in 1861.

The late Mr. Weston, who passed away on Sunday afternoon, April 7, at Tottenham, Ont., was born in Georgetown, Halton County, in 1854. At the age of eighteen years he went to Meaford to learn the printing trade with the late Dr. Hugh Watt, where he became manager and later proprietor of the Meaford *Monitor*. In 1885 he disposed of the *Monitor* and moved to Port Elgin, where he purchased a half interest in the Port Elgin *Times* with W. S. Johnston. In five years time he and his partner disposed of their business and moved to Toronto, where they operated a job office on Adelaide Street. In 1892 he severed his connection with the job printing business and purchased the Creemore *Star* from J. B. Spurr. In December, 1915, due to failing health he disposed of his business to J. S. Carlton.

John Bradley, one of the oldest printers in the city, and who retired on a pension from the International Typographical Union ten years ago, died in the General Hospital at Montreal. The funeral was from his late

residence, 95 St. Alexander Street, to St. Patrick's Church and thence to Cote des Neiges cemetery. Bradley was born in Sligo, Ireland, seventy-two years ago, came to Canada when a young man and settled in Quebec, where he was employed in the office of the *Chronicle*. From there he went to Ottawa, where he remained for a short time, after which he went to Montreal and was employed for many years on the *Gazette*. Besides his widow, he leaves four children, two sons and two daughters.

The death occurred at Ottawa on April 16 of Jules Fournier of the Senate translating staff and formerly a well-known journalist of Quebec Province. Mr. Fournier, who was 35 years of age, succumbed to an attack of pneumonia after a brief illness. He was appointed to the translation staff of the Senate last year. During his newspaper career Mr. Fournier was connected with practically every important French newspaper published in Quebec. He was known as a stormy petrel of journalism and had many clashes with the courts. His incarceration for a period of three weeks for criticizing a judgment by Sir Francois Langelier created quite a sensation a few years ago. Mr. Fournier was for a time a member of the Montreal City Council.

Lieut. H. V. Tripp has been killed in action. Before enlisting early in the war he published the Kerrobert (Sask.) *Citizen*. He was an Ontario boy, going west to Regina in 1905. Later he taught school in Manor for three years. While in Kerrobert he was one of the councillors of the town. He was the manager of the hockey and baseball teams, and a member of the football club which made such envious records for a number of years. In 1913 he was one of the strong players of Kerrobert's lacrosse team, which carried off the provincial championship and with it the Corby Cup. He was the first lieutenant of the Fire Brigade, a Past Grand and District Deputy Grand Master of the I.O.O.F. He was also a Past Master of the Kerrobert Lodge A.F. & A.M., and a member of the Saskatoon Chapter.

Particularly sad was the death of Frank Bennett which occurred recently at the family home, 214 Selkirk St., Chatham. He had been seriously ill for less than two months although his sickness really dates from last fall. He worked until February 2, when he was compelled to cease active work in the hope that he might overcome the disease which had attacked his lungs. As a linotype operator for the past three years in the office of the Daily *News* he was esteemed by his associates. Genial and pleasant under the most trying conditions, he endeared himself to all who came in contact with him and every acquaintance feels that there is a very distinct personal loss as a result of his death. His chair in the *News* office remains vacant and even yet associates cannot but feel that Frank will come walking in. Born in Petrolea less than 27 years ago, Frank learned the printing trade while a lad and since then has followed it almost continually. He was married about four years ago in Rodney to Sadie Wismer of that place and she with one son, about three years of age, mourns the death of a loving husband whose greatest pleasure was his home and whose thought was always of his loved ones.

On Friday, March 19, the death occurred at St. Joseph's Hospital of J. M. E. Lavallee, after a lingering illness of many months. Deceased was born at Carleton Place 67 years ago, and when but a young man chose the printing business as his trade, serving his apprenticeship with the Carleton Place *Herald*. He was well known throughout the Ottawa Valley, where he worked in various towns for many years, later coming to New Ontario where he was identified with several of the newspapers in the district, including the Sturgeon Falls *Advertiser*, of which he was editor for some years. Deceased was well educated in English and French and in the early days held a good position on the Montreal *Star*. He had been a member of the *Mining News* staff for many months, until early last fall when he was taken ill and shortly after entered St. Joseph's Hospital where he remained until he died. Deceased was connected with both the *Despatch* and *Times* of North Bay for several years.

Robert Meek, secretary of the Oddfellows' Relief Association, which has its headquarters at Kingston, passed away on May 1, after a few days' illness of pneumonia. Although 66 years of age he possessed a strong and rugged constitution and took an active part in civic and educational and religious matters. He was a prominent member of the Board of Trade, of which he was a former president; of the Canadian Club, of which he was secretary at the time of his death, and for many years has been a member of the Board of Education, having held the position of chairman. He had also been a member of the city council. For many years Mr. Meek was a member of the journalistic profession, having worked on papers in Kingston, Belleville and St. Catharines. For a long time he was chief editor on the Kingston *Whig*, retiring only a short time ago. Mr. Meek is survived by his wife, two daughters, Mrs. George Birch, Fort William; Miss Helen, at home, and a son, Leslie, who is overseas.

ITEMS FROM ACROSS THE BORDER

Nearly 3,000 members of the International Typographical Union are serving in the Canadian and American armies.

L. J. O'Reilly, for years secretary to William Randolph Hearst, is now Commissioner of Water Supply in New York, salary $12,000. Hearst supported Hylan, now mayor of New York.

Mayor W. L. Smalley, of North Plainfield, N.J., has issued a proclamation forbidding the sale of newspapers or other publications printed in German, in the borough.

Wand & Gow have ordered that no more German language newspapers and magazines be sold at subway or elevated railroad newsstands in New York controlled by them.

Philadelphia city council have passed resolutions directing the heads of all city departments to discontinue advertising of every kind in newspapers published in German.

Francis X. Schmidt, vice-president of the American Steel Chase Co., 38 Park Row, New York City, has been granted permission to change his name to Francis X. Smith.

The Providence *Evening News*, which was owned by Russil Brown, former Governor of Rhode Island, has been bought by a syndicate managed by John A. Hennessy, former managing editor of the New York *Press*.

Douglas Fairbanks, of moving picture fame, lectured in Louisville in connection with "Liberty Loan" work. He was with the Louisville *Evening Post* a number of years ago.

Frederick A. Sawyer has assumed the business management of *Electrical Engineering* and the *Refrigerating World*, two well-known and long-established trade papers of New York.

The New York *Deutsches Journal*, morning and Sunday daily newspaper, owned by William Randolph Hearst, has suspended publication. It had a circulation of between 35,000 and 40,000.

Will C. Richards, Detroit *Free Press*, reporter, has been loaned indefinitely to the Detroit Red Cross, to conduct the chapter's semi-monthly magazine, *The News Letter*, and act as publicity man in general.

American newspapers probably will find it necessary to reduce fifty per cent. in size the coming year, publishers in New York to attend the National Convention of the American Newspaper Publishers Association predicted.

The Cleveland *News* to-day shows an increase of 22,543 copies as compared with same six months' Government statement a year ago—notwithstanding the fact that the *News* is now retailing in the country at 2 cents; and the Cleveland Sunday *Leader* shows an increase of 3,682 copies as compared with the same six months' statement last year—the Sunday *Leader* increased its retail price forty per cent. October 7, 1917—or effective the first Sunday in the period covered by the April statement.

Following the action of the Cincinnati Ben Franklin Club, which voted its desire to become affiliated with the United Typothetae of America, Edwin T. Miller has been engaged in that city in making a survey of printing conditions. So large an undertaking is it that he has been assisted by W. M. Colton, who has recently been added to the National Organization's field staff.

The Oswego Machine Works, makers of cutting machines, has forwarded to this office a sample of a neatly-arranged blotter issued this week. The photo of their plant is well displayed, with the list of their various lines and the location of their offices. Neil Gray, Jr., is the proprietor.

The Greenhut Company, Inc., has been found guilty of false advertising, and recently was held for special sessions in a decision handed down by Magistrate Ten Eyck in the Jefferson Market police court. The department store was charged with advertising a suit of clothes as being "hand tailored." On examination by experts the suit, it was said, was found to be machine made. The American Fair Trade League was the complainant.

"We Certainly Consider this Very Good Service"

The appended letter tells the story how a one insertion want ad. did its work:

W. G. EDWARDS COMPANY, LIMITED

Wholesale Automobile Accessories
Manufacturers of Prestolene Polishes
BRIDGEBURG, ONTARIO
CANADA Mar. 7, 1918

Printer and Publisher,
Toronto, Ont.

Gentlemen:

We have sold our printing outfit; believe it is not too late to cancel the ad for next issue.

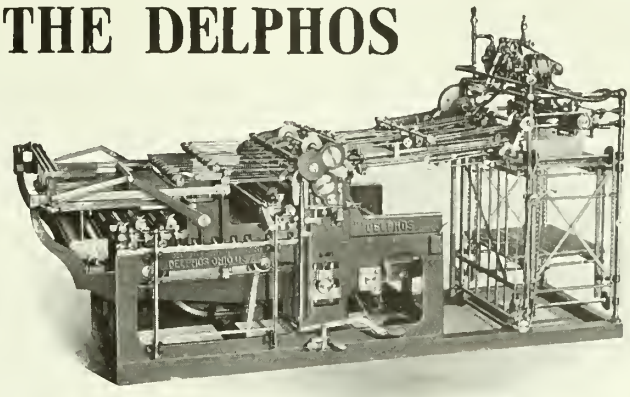
The man who bought it came from Dundas and saw the ad in your publication.

We certainly consider this very good service and thank you very much.

Very truly yours,
W. G. EDWARDS

WGE. ST.

THE DELPHOS



Two-Revolution Press and Mechanical Feeder

The Delphos Press, the latest design in Two-Revolution Presses, is showing the way to all other presses. It is not a specialty press, but a **standard** two-revolution press, mechanically fed, capable of printing any form that can be printed on any press within its limit of size. Not only that, but the Delphos prints those forms at greater speed with less lost time, and at a lower cost per thousand impressions.

DELPHOS Two-Revolution Presses are showing their owners from thirty to one hundred per cent. production increase over hand-fed pony presses of any make. Isn't that interesting to a cost student?

Send for descriptive matter.

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

60 Front Street West
TORONTO

Opposite
New Union Depot

Reliable

Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

THE STEEL COMPANY OF CANADA
LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

SUMMER
ROLLERS

Now is the time to send in your Cores to be cast with S. & V. "QUALITY" Summer Composition. Made from highest grade material by most advanced methods.

"QUALITY" BRAND

Sinclair & Valentine Inks and Rollers are a happy combination —use both.

SINCLAIR & VALENTINE CO.
OF CANADA, LIMITED
233 RICHMOND ST. W.
TORONTO :-: CANADA

Georgetown Coated Paper Mills

Limited

Manufacturers of

Coated Papers

and

Cardboards

HEAD OFFICE AND MILLS
GEORGETOWN, ONT.

Toronto Office: 11 Duncan Street

THE INLAND PRINTER

The Leading Journal of the World in the Printing and Allied Trades.

Every issue contains practical and helpful articles and specimens that can be *used* by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines:

A Story—Interesting and often humorous with a moral.
Editorials—Valuable and lively on timely subjects.
Correspondence—Questions answered and troubles in general solved.
Proofroom—Questions pertaining to proofreading discussed.
Book Review—A digest of the latest and best works.
Job Composition—In this department problems of job composition are solved and numerous illustrations are shown in colors.
Specimens—Under this head booklets, circulars and other specimens of printing are briefly reviewed, and illustrated.
The Printer's Publicity—A review and constructive criticism of printers' advertising.
Bookbinding—An intimate and detailed description of the various processes of bookbinding.
Cost and Method—Especially valuable to the employer.
Process Engraving—Queries regarding process engraving are answered and suggestions and experiments exploited.
Pressroom—The art of presswork discussed in detail.
Newspaper Work—Detailed descriptions and helpful hints on all phases of this subject are given for the aid of publishers.
Machine Composition—The linotype machine and its product are discussed for the help of the operator and machinist.
Trade Notes—Brief mention of men and events associated with the industry published under this heading.
Advertisements—The advertising section is a directory of representative American manufacturers and supply houses.
Inserts—Four to eight pages in colors each month.

THE INLAND PRINTER, 632 SHERMAN STREET CHICAGO, ILL., U.S.A.

Buntin Gillies & Co. Limited

B & G

Army Bond

For Loose Leaf Work

This Bond is made in quality, sizes and colors specially for loose leaf forms.

White,	13c	per lb.	
	12½c	"	case lots
Tints,	14c	"	
	13½c	"	case lots
Goldenrod,	15c	"	
	14½c	"	case lots

In stock at Hamilton—

White Wove

17x22—16 lb.
17x22—20 lb.
17x28—20 lb.
17x28—24 lb.

Tinted Wove

17x22—16 lb.

BLUE, BUFF, CANARY, GOLDENROD, GREEN, PINK.

Use "STIC-TITE"—the unexcelled Powder Paste.

B & G

Hamilton. and Montreal.

MacLean's Magazine For MAY

Canada at the Peace Conference

THE British Empire will have a representative or representatives at the Peace Conference. The question is—Who? Who will be Canada's choice? Will Canada have any part in that conference of momentous import? H. G. Wells, one of the greatest writers of the age, has written on the subject of who is to represent the Empire at the Peace Conference. He has written this article for MACLEAN'S MAGAZINE and it appears in the May issue. (Mr. Wells parcelled this manuscript and addressed it himself, for MACLEAN'S MAGAZINE.)

How Does a Retreating Army Behave?

GEORGE EUSTACE PEARSON tells how in the May MACLEAN'S. Mr. Pearson is a Princess Pat man, and was gassed at St. Julien. He is now lecturing for the American Government in Texas and elsewhere. He is a Toronto man, and his war stories are of sensational interest. The **Saturday Evening Post** has published two of his stories, and other American magazines will. Mr. Pearson is well known to readers of MACLEAN'S MAGAZINE, and this wonderful contribution to the May MACLEAN'S will be read with intensest interest. Mr. Pearson is a wonderful delineator of war.

Robert W. Service in the May Number

Service is perhaps Canada's best known poet. He is at the front, and ever since going there two years ago his verse has been appearing in MACLEAN'S MAGAZINE—a fine compliment to Canada and MACLEAN'S. In the May number he has a stirring ballad—"The Twa Jocks"—great stuff!

Stephen Leacock is There, Too

Mr. Leacock likes MACLEAN'S. He is loyal to Canada. He gives to the Canadian people the children of his fancy—and he makes this gift through MACLEAN'S MAGAZINE. "May-time in Mariposa" is his contribution to the May MACLEAN'S. Lou Skuce illustrates it.

A. C. Allenson has a Story

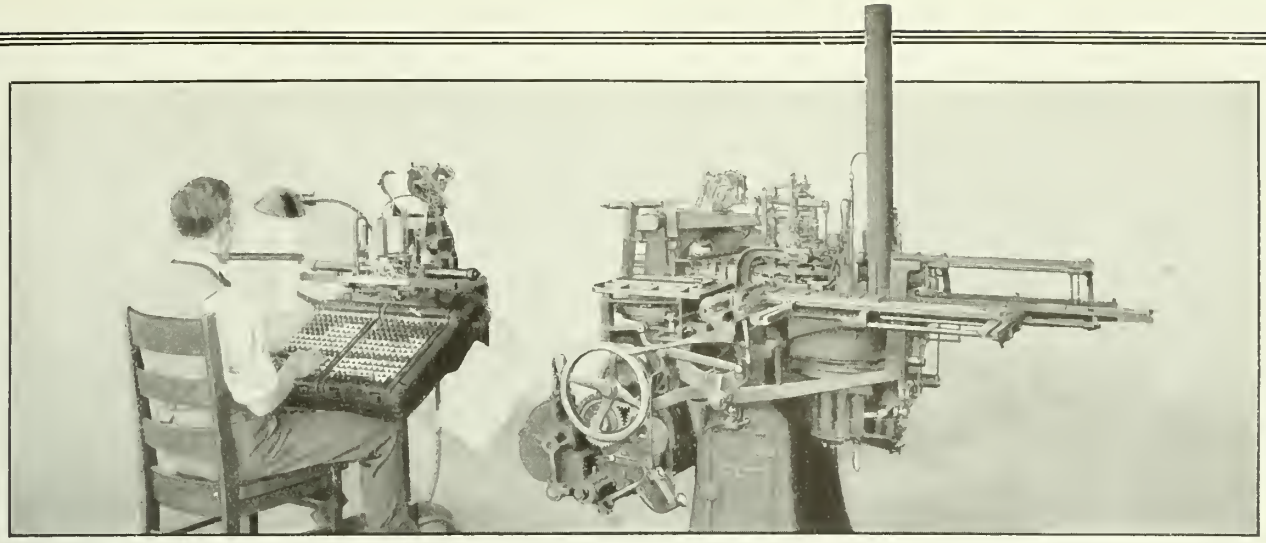
MR. ALLENSON is another Canadian whom the editors of American magazines appreciate, and show their appreciation by buying his stories. Mr. Allenson remains loyal to MACLEAN'S which has been his cradle, as it were. We rejoice to be able to say that we shall have many stories from this Canadian short-story writer. His story in the May MACLEAN'S is "Drop Behind and Lose Two"—amusing and tender. W. B. King, a Saturday Evening Post illustrator, has made the drawings that accompany Mr. Allenson's story.

The Departments Everybody Likes

MACLEAN'S MAGAZINE is liked by many because it has an admirable **Review of Reviews Department.** This department condenses for busyreaders the best things appearing in the leading magazines and reviews of Great Britain and the United States. * * * **Women and Their Work** is a department that satisfies women. Women are bearing so many of the world's burdens nowadays that their fields of endeavor and interest deserve the recognition which they receive in MACLEAN'S. * * * **The Business Outlook, The Investment Situation** and **The Nation's Business** are departments valued by the business man.

(Circulation of MACLEAN'S is now 60,000—10,000 more than it was six months ago.)

At All News Dealers : : 20c.



War conditions demand greater efficiency with a reduced working force. The Monotype furnishes the means of accomplishing this through Monotype Composition and Non-Distribution, the two great factors in the printing business for increasing production and enlarging the profits

LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

NEW YORK BOSTON CHICAGO TORONTO

Monotype Company of California, SAN FRANCISCO

179

This advertisement is composed in Monotype No. 38 Series and Monotype Rule

Lowering the Cost of Getting Orders

THEY were talking about the high cost of getting orders—were Brown and Jones. They were agreed on some things: train service was interfering with ability of salesmen to call on as many as formerly; hotel bills were adding heavily to the weekly expenses of salesmen; congested freight and express service was interfering with quick deliveries; salaries of men were going up; labor of all sorts, as well as materials, was becoming higher-priced.

Then Brown said: "I am giving a good deal of thought to the training of my salesmen. I am endeavoring to make them produce more business—to sell more goods, and to reduce the number of futile calls. I notice that they are giving much attention to this subject in the United States, and that in Canada some firms are paying serious attention to this matter of better salesmanship."

"What are you doing?" said Jones.

"Well, I haven't done a great deal so far, for I am in the initial stages of my studies. But one thing I have learned: it is that my men haven't been analyzing the causes of their failures to make sales. I can't blame them, for I myself haven't troubled myself to dig into this phase of the selling game. Now I am asking myself and my men—Why the failure to get the order?

"I have discovered a good deal. One thing is that my men haven't known enough about the goods they took out to demonstrate them convincingly. This is largely our fault. So we are using time and printed matter to make our men know exactly what they have to offer

"Another thing we have had impressed on us is that our men haven't been approaching their prospects always in the best way. They have been too keen to sell rather than to serve.

"I saw a thing the other day that is good—by a man named Casson. He said the average salesman's method was "Talk—Argue—Compel.' As against this, he recommended: Listen—Agree—Oblige.

"What he means is that the salesman must get on the side of the buyer if he is to have best results. And so I am doing something to get my men trained to acquire the point of view of the man they canvass—this first. When a salesman postpones his sales talk until he has won the interest and attention of the prospect, he is in a much more favorable position to put across his proposal.

"I read recently an advertisement of the FINANCIAL POST in which it told of Frank Mutton, President of the International Business Machines Company, in which he said that he has subscribed to THE POST for each of his salesmen in order that they may be well informed about business conditions and affairs in Canada—this as an aid in making sales. The idea, I infer, is to make his men quick to get the point of view of the men they are to canvass—to become possessed of a kind and amount of information which will enable them to make themselves interesting to prospective buyers of time-recording machines.

"Now, I have known Mutton for many years—known him to be a super-salesman. In subscribing to THE POST for his salesmen, I saw one of his methods—secrets, if you like. So I got THE POST myself to see how my men could make use of it for the same objects.

"I have subscribed to THE POST for 4 months at the cost of a dollar per salesman, and I have been having my men report to me in writing just how they are finding The POST useful to them. They read THE POST with one question uppermost: What item or article in this issue can be used by me to help me make sales?

"I want to tell you, Jones, that I am delighted with the experiment. The minds of my men have been stimulated. They are "cashing in" on what they read. They relate certain items or articles to certain prospects, and they are approaching their customers with greater confidence, greater art, and with more persistency, born of a surer knowledge of how our product is worth the other man's consideration and purchase.

"My men are bringing in more business, and this offsets the increasing costs of going after business."

* * * *

A VERY suggestive conversation, is it not? The point of its reproduction here: If you think the idea put into operation by Brown (and Mutton who is paying for 50 subscriptions for men in his employ) is worth your consideration, then investigate THE POST for yourself. Instruct us to send THE POST to you that you may investigate it from the angle—What is there in this paper that my men can use to help them "get next" their prospects with a view to making more sales and in quicker time?

So we suggest to you that you sign the coupon below.

Just what does the FINANCIAL POST aim to do? The answer is: It gives business men information about every important happening in every part of Canada as this happening relates to Business. It follows the various listed and unlisted securities, and gives each week clear and accurate and up-to-the-minute information about them. It tells about the movements and influences affecting such groups of investment interests as Iron and Steel, Textiles, Milling, Pulp and Paper, Transportation, and so on. It has numerous contributed articles of first-class interest and importance. It contains much personal matter—notes and sketches about men of influence or position in the public eye whose doings or sayings have relation to Business. Withal, THE POST is extremely readable. It is edited and prepared by trained journalists—the highest-priced staff of men on any publication in Canada. All this makes THE POST a "different" paper, and a good one. The subscription price is $3.00 (52 issues—Saturdays); or 4 months for one dollar.

The MacLean Publishing Company, Ltd.,
143-153 University Avenue, Toronto.

Send us/me THE FINANCIAL POST (weekly, every Saturday). Subscription price of $3 will be remitted on receipt of invoice in the usual way. Have addressed to

.....

P.&P. .....

The Better Machine

The Superintendent says:

Intertype

"I'm a booster for standardization in our composing room. If our single-deckers had been Intertypes, a couple of hundred dollars would add another deck to each. Then we would have not been forced to discard the single machines and lose thousands of dollars. Let's right the wrong we did and standardize with Intertypes."

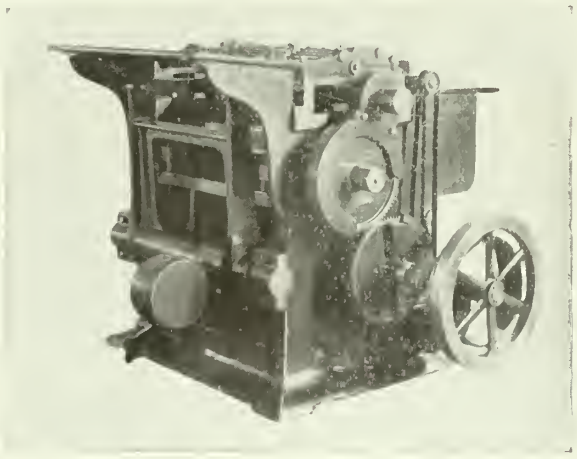
And the boss did as he was advised.

The above you may be told "is a fairy tale." But it is not. It is enacted almost every day. The boss is getting next to standardization and **the Better Machine.** Uncle Sam and John Bull standardize their equipment, why not you?

Miller & Richard, 7 Jordan Street, Toronto, also at Winnipeg, are Canadian sales agents of the Intertype.

Ask the price of 2-letter matrices. They'll run in any machine. You'll be surprised.

The Speedier Press



The Pressman Says:

Osterlind

"What's the sense of running three old platen presses, when an Osterlind would do as much work as the bunch?

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"Say, Mr. Owner, you are losing money and I'm losing my patience and nerves."

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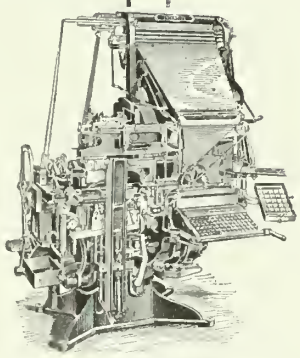

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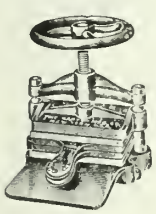
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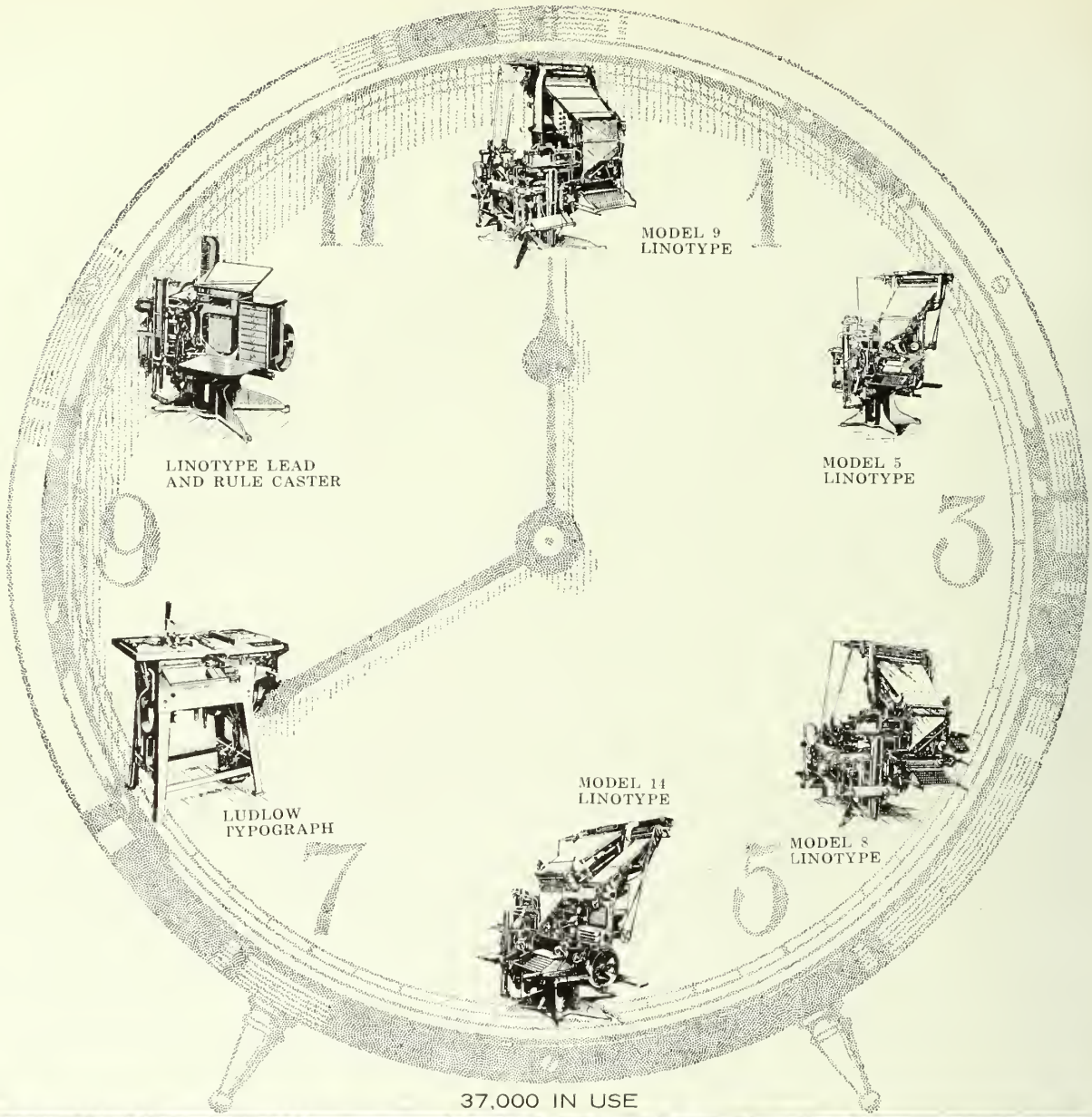

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June, 1918

IN THIS ISSUE

What Publishers Get From The C. P. A. Gathering

Features That Secured New Business For Newspapers

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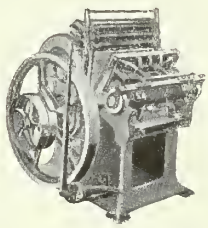

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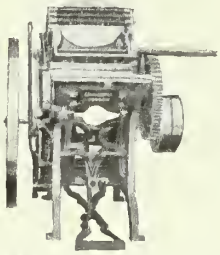

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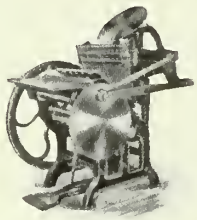

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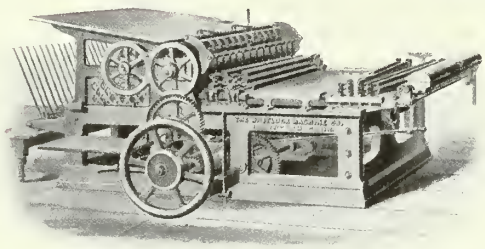

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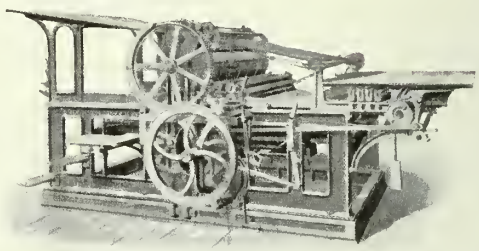

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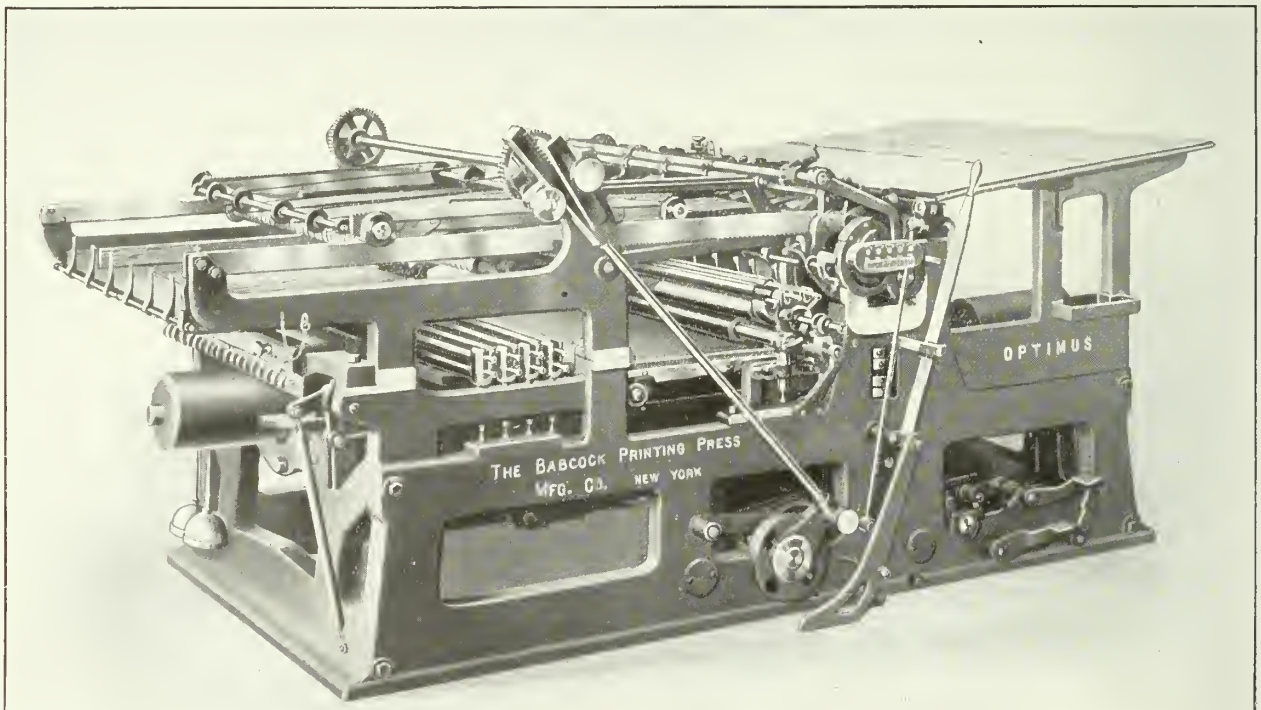

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Miller Platen Press Feeders on Chandler & Price Gordon Presses

Read what these members say. We have scores of others.

GALT REPORTER LIMITED
Publishers
Galt, Ontario
May 13th, 1918

Messrs. Toronto Type Foundry Co., Limited
Toronto,
Ont.

Dear Sirs,

We have your favour of May 10th re Miller Platen Press Feeder attached to Chandler & Price Press.

We have had this press installed now for some nine months and find that it works perfectly. The press has given us no trouble and we have been able to get a production from it exceeding 2½ times the production of our hand fed platen presses. We find that in two-colour work the register is perfect, and in this class of work it has given us every satisfaction.

We consider the Miller Feeder the best we have seen, and have no hesitation in recommending it to anybody who has the work to keep it busy.

Yours truly
GALT REPORTER LIMITED,
(Sd.) JAS. D. CLARKE,
JDC/S Managing Director

THE ONTARIO REFORMER
Oshawa, May 17th, 1918

Messrs. Toronto Type Foundry,
Toronto,
Ontario

Gentlemen,

The Miller Platen Press Feeder attached to 12 x 18 Chandler & Price Press that you installed for us about two months ago is the first automatic press feeder we have installed in our plant and we, of course, expected much from it. However, we are pleased to say we have not been sorry or disappointed as it has exceeded our expectations as to the results we expected to receive from it. We find it very simple and easy to adjust and operate. Recently, when anxious to complete a long run, in a hurry, the machine was left running throughout the noon hour with no one in the building but the writer at his desk in the front office. During this time 2000 complete forms were run and I was only called to the press in reponse to its bell ringing asking for another supply of blank sheets to print.

We consider it the best labour saving and money making machine in our office and are thoroughly satisfied with our investment.

Yours very truly,
THE REFORMER PRINTING & PUBLISHING CO'Y. Limited
(Sd.) CHAS. M. MUNDY,
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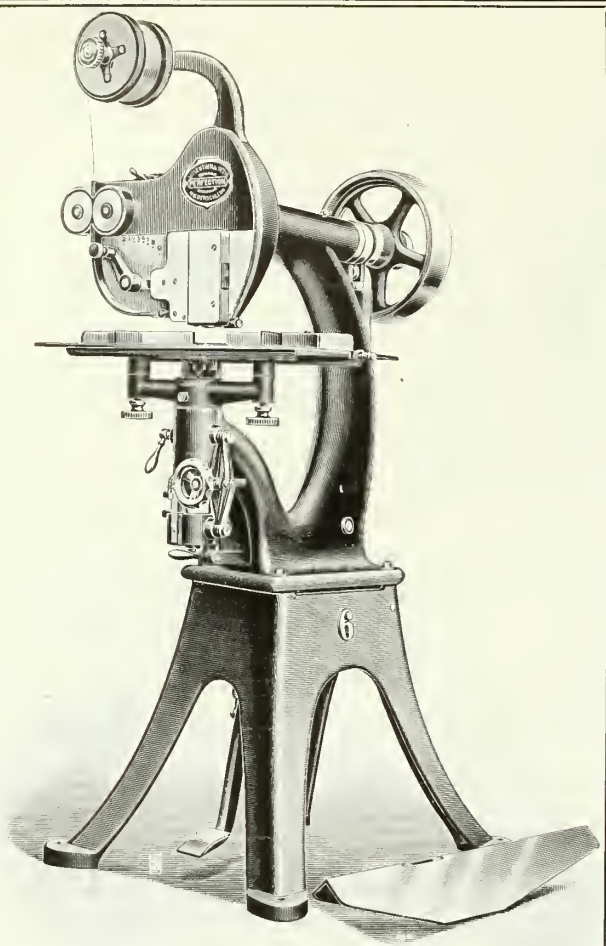
We will also be glad to motor you down to our Main Plant and show you where Cleveland Folders and Camco Automatic Cylinder Press and Folder Feeders are built and demonstrate them to you.

TORONTO TYPE FOUNDRY COMPANY, LIMITED



Morrison Perfection Wire Stitcher No. 6

THE STITCHER FOR GENERAL UTILITY

Instantly regulated for any desired thickness from 2 sheets to ⅞ inch.

The **Morrison Stitcher** has been in use for thirty years. Exclusive improvements added from time to time have kept this machine in the front rank of efficiency.

THE MORRISON STITCHER

will take round wire 20 to 28 gauge, or any combination of flat wire between these sizes.

THIS MACHINE

cannot be put out of order by ignorance or mistreatment.

Write to-day for booklet and full information regarding this Stitcher.

THESE MACHINES CARRIED IN STOCK

The J. L. Morrison Co.

445-447 King Street West - - TORONTO

IMMEDIATE DELIVERY OF GOSS

NEWSPAPER PRINTING PRESSES

NEW PRESSES

One 32-page Goss high speed, 4-decker, two-plate wide with top deck combination for three colors or black printing, 22¼ in. column.

One 32-page Goss high speed, 4-decker, two-plate wide, for black printing, 22¼ in. column.

REBUILT PRESSES

One 32-page Goss half-tone and color magazine press, for page 10½ in. x 14 in.

One 28-page Goss 3-roll, 3-decker press for black printing, 22¼ in. column.

We also have, thoroughly overhauled and rebuilt:—

One Hoe 40-page press for black printing, 22¼ in. column.

Further Information on Request.

The Goss Printing Press Co.

1535 So. Paulina St. - Chicago, Ill.

Miller Feeders

and

Miller Saw-Trimmers

the two biggest profit producers for printers

For descriptive matter and prices ask

Toronto Type Foundry Co.

LIMITED

Toronto Montreal Winnipeg

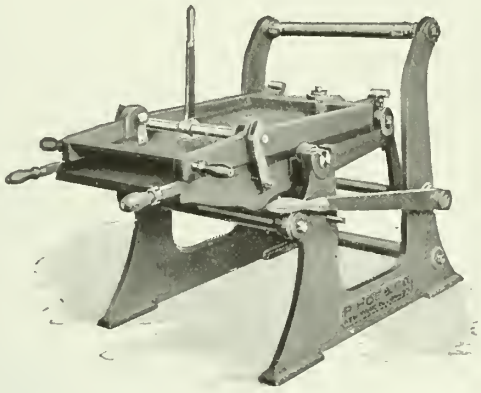
Exclusive Dominion Selling Agents

PRINTERS AND PUBLISHERS

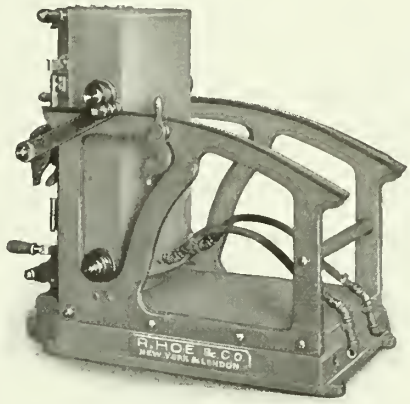
When in New York are Cordially Invited to Visit Our Factory and Inspect Some of

OUR NEW AND IMPROVED

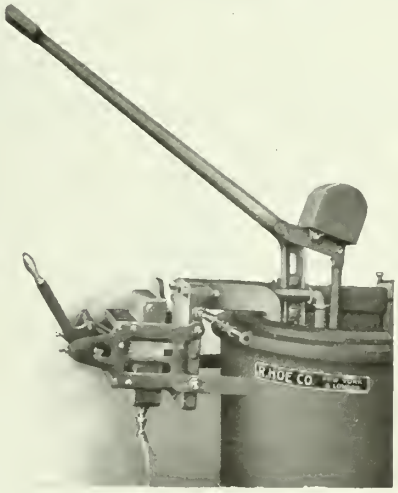
Curved and Flat Plate-Making Machinery



Spring-Balanced Single-Lock Flat Casting Mould Adjustable for Casting Type-High Base or Plate.



"New Duo-Cooled Equipoise Curved Casting Mould." Ready for the Cast.



Patented Ingot Caster. Fits any Pot Having a Capacity of One Ton or More of Metal.

Self-Clamping Matrix Scorching Oven. Gas-Heated.

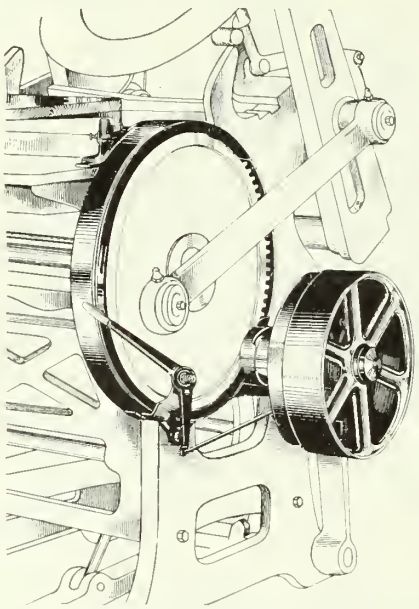
There is nothing in the line of Printing and Plate-Making Machinery which R. Hoe & Co. cannot make at least a little better than anyone else and at the lowest price consistent with the highest grade of workmanship and materials.

Quality—Efficiency—Reliability

R. HOE & COMPANY, 504-520 GRAND STREET NEW YORK

BOSTON, MASS., 7 Water Street
CHICAGO, ILL., 544-546 South Clark Street
MONTREAL, CAN., 120 St. James Street
LONDON, S.E., ENG., 109-112 Borough Road

Increase the Efficiency of Your Plant



Complete with Gear Guard
Exclusively for C. & P. Presses

THE HORTON
VARIABLE SPEED PULLEY

Is standard equipment in hundreds of high-class establishments both in Canada and U.S.

It is adaptable to any mode of power. Protects the reputation of the **master printer** and the life of the employe. Press can be placed under perfect control at all times. Increases production and diminishes operation costs materially.

It fits the need for every speed.

For sale by **Toronto Type Foundry Co., Ltd., Toronto, Montreal, and American Type Founders Co., Winnipeg.**

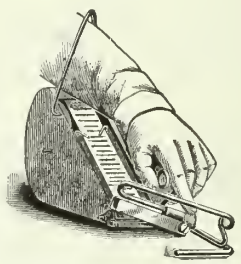
Write for our trial offer and prices.

Horton Manufacturing Co.
MINNEAPOLIS, MINN.

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER
A COMPLETE LINE COMPRISING
Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies
Bonds · Diplomas Checks Charters ·
Goes Corporation Record
also
Lithographed Calendar Pads

GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.
· SAMPLES ON REQUEST ·



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

The PREMIER Line

PREMIER Two-Revolution Press
PREMIER Whitlock Pony Press
PREMIER Drum Cylinder Press

Formerly Manufactured by the
Whitlock Printing Press Manufacturing Company

PREMIER All-size Sheet-feed Rotary Press
PREMIER Vacuum Bronzer
PREMIER Automatic Feeders

Formerly Manufactured by the
United Printing Machinery Company

PREMIER Potter Rotary Offset Press
PREMIER Potter Lithograph Press
PREMIER Rotary Potter Tin Printing Press

Formerly Manufactured by the
Potter Printing Press Company

All the above products are now manufactured by the

Premier Printing Machinery Company

They will be distributed by the

UNITED MACHINE & PRESS COMPANY

Sales Agents for the PREMIER LINE

Main Office: 100 Summer Street, Boston, Mass.

NEW YORK CHICAGO ATLANTA SAN FRANCISCO

Say you saw it in PRINTER AND PUBLISHER

37,000 IN USE

⊘ TRADE **LINOTYPE** MARK ⊘

THE MACHINE THAT LASTS

Revised Prices of Linotypes

ON and after June 15, 1918, the prices of Linotypes, f.o.b. New York, will be as follows:

Model 15	$1,950	Model 16	$3 300
Model 5	2,400	Model 17	3,450
Model 4	2,900	Model 18	2,850
Model 8	3,200	Model 19	3,000
Model 14	3,350	Model 9	4,150

Model K, $2,600

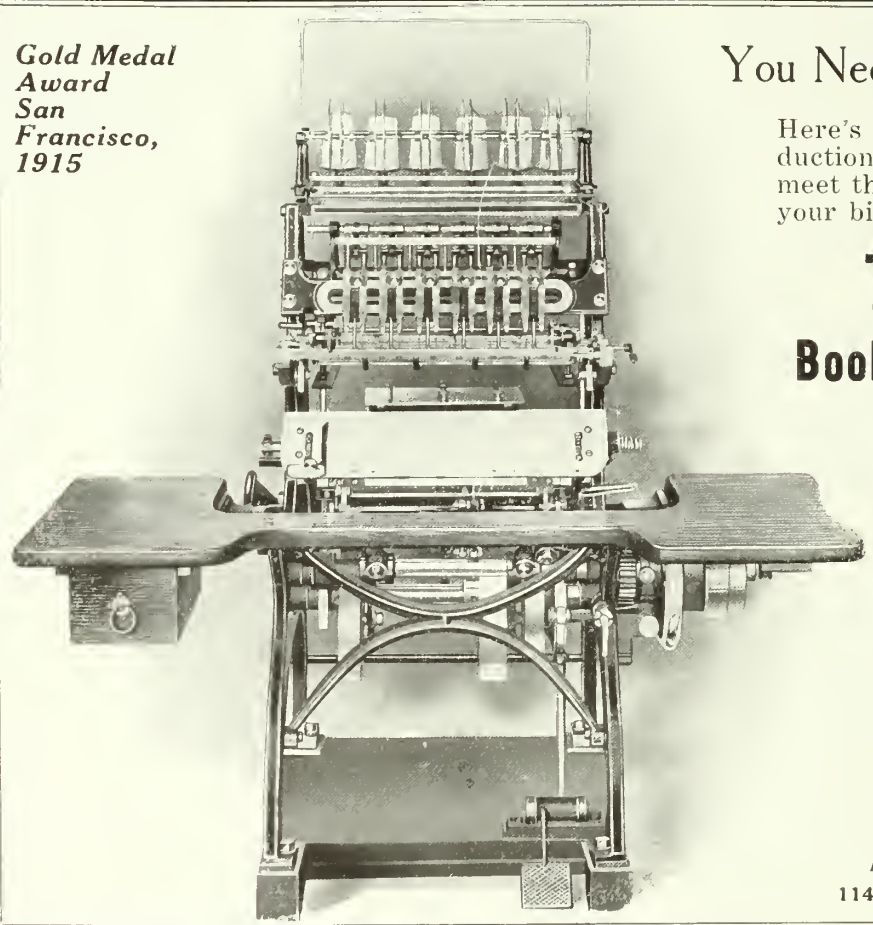
All Prices Subject to Change Without Notice.

CANADIAN LINOTYPE LIMITED, TORONTO

MERGENTHALER LINOTYPE COMPANY

New York Chicago San Francisco New Orleans

Gold Medal Award San Francisco, 1915



You Need This Labor Saver

Here's a labor-saving, quick production machine that will help you meet the labor-shortage problem in your bindery.

The National
Book Sewing Machine

Built in four designs — all straight Needle Machines.

The National—For Edition and Catalog work. Takes work up to 16″ x 15½″.

The National New Model—For Edition and Catalog work. Fifty-five sections per minute is the capacity of this machine. It is the latest and best appliance for all regular book sewing work. Made in three sizes.

Pay you to get the full details about these fast and efficient time-savers. Write to-day!

H. J. LOGAN

Bookbinders' and Printers' Machinery

114 Adelaide St. W., TORONTO, Ont.

THE INLAND PRINTER

The Leading Journal of the World in the Printing and Allied Trades.

Every issue contains practical and helpful articles and specimens that can be used by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines—

A STORY—Interesting and often humorous with a moral.

EDITORIALS—Valuable and lively on timely subjects.

CORRESPONDENCE—Questions answered and troubles in general solved.

COLLECTANEA TYPOGRAPHICA—Short comments on the literary and historical sides of printing.

PROOFROOM—Questions pertaining to proofreading discussed.

BOOK REVIEW—A digest of the latest and best works.

JOB COMPOSITION—In this department problems of job composition are solved and numerous illustrations are shown in colors.

SPECIMENS—Under this head booklets, circulars and other specimens of printing are briefly reviewed and illustrated.

THE PRINTER'S PUBLICITY—A review and constructive criticism of printers' advertising.

COST AND METHOD—Especially valuable to the employer.

PROCESS ENGRAVING—Queries regarding process engraving are answered and suggestions and experiments exploited.

PRESSROOM—The art of presswork discussed in detail.

NEWSPAPER WORK—Detailed description and helpful hints on all phases of this subject are given for the aid of publishers.

MACHINE COMPOSITION—The linotype machine and its product are discussed for the help of the operator and machinist.

TEACHERS' ROUND TABLE—A discussion of the various phases of teaching printing and of the problems confronting the instructor.

TRADE NOTES—Brief mention of men and events associated with the industry published under this heading.

ADVERTISEMENTS—The advertising section is a directory of representative American manufacturers and supply houses.

INSERTS—Four to eight pages in colors each month.

Published monthly. Subscription price, $3.00 per year; $3.50 in Canada; $3.85 foreign.

THE INLAND PRINTER, 632 SHERMAN STREET CHICAGO, ILL., U.S.A.

Exclusively—
Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y. ***Write***

Electrotyping and Stereotyping

Quick and Efficient Service

Fire recently forced us into new premises in the Douglas Building, opposite our old premises. **Better equipped than ever.**

Toronto Electrotype & Stereotype Company, Limited

122 Adelaide Street West, Toronto

L. D. 'Phone Adelaide 1638 — R. C. ELDER, Manager.

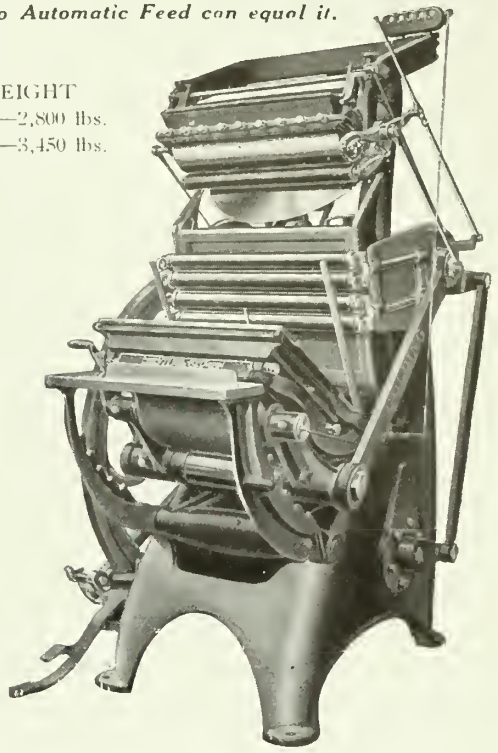
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools

Canadian Agents: Stephenson, Blake & Co., Toronto: Geo. M. Stewart, Montreal.

Plan for Perfect

SUMMER ROLLERS

SHIP YOUR CORES NOW.
NOTIFY US BY MAIL,
DETAILS OF SHIPMENT,
AND
SPECIAL INSTRUCTIONS.

A COPY OF OUR "CO-OPERATIVE PLAN" MAILED UPON REQUEST

Canada Printing Ink Co., Limited

15 Duncan Street -:- -:- Toronto

ROLLER TALK

"A bad workman always quarrels with his tools."

Quite true.

On the other hand, a good workman always does his best work with the most efficient tools.

That is why so many front-rank printers use Manton's Rollers.

Manton's Rollers are tough, elastic and perfectly smooth.

They are cast of the right stuff, at the right temperature and in the right way.

Wouldn't it be as well to send all your worn-out rollers to Manton's to-day for re-casting? Transit takes more time at present, so each day's delay now may mean serious inconvenience later.

MANTON BROS. 105 ELIZABETH STREET TORONTO

Say you saw it in PRINTER AND PUBLISHER

SUMMER ROLLERS

Quality Brand

We guarantee our rollers to be made from the highest grade of seasoned materials in the best equipped plant in Canada.

Sinclair & Valentine Inks and Rollers are a happy combination—use both.

SINCLAIR & VALENTINE CO.
OF CANADA, LIMITED
233 RICHMOND ST. W.
TORONTO :-: ONTARIO

SULTAN COVERS

De Luxe

add to the appearance of any catalog. They secure that immediate attention that is always followed by close inspection.

They help a catalog to do what it is hoped it will do—sell merchandise.

SULTAN is made in two cover weights, 20x25-60 and 20 x 25-100, called Rhinos. It is also made in 20x25-30, suitable for fly leaves, box covers and pasting.

Any of our representatives will see that you are supplied with a new Sultan Sample Book.

Niagara Paper Mills
LOCKPORT, N.Y.

Georgetown
Coated Paper Mills
Limited

Manufacturers of

Coated Papers
and
Cardboards

HEAD OFFICE AND MILLS
GEORGETOWN, ONT.

Toronto Office: 11 Duncan Street

WARREN'S COATED PAPERS

J. M. Dent & Sons, Limited
Sole Agents in Canada for

John Dickinson & Co.
Limited

Main 585 25 Melinda Street
TORONTO

Say you saw it in PRINTER AND PUBLISHER

A Word to the Wise!

About Deliveries

There's no such thing as IMMEDIATE DELIVERY now. War conditions are opposed to it. But bear this in mind—while we may not be in a position to make immediate deliveries we can make the BEST DELIVERIES. Our matchless connections with leading manufacturers in Canada and United States gives us a big advantage. So when you order from us now you know you are going to get what you want in the *quickest possible time.*

Paper, Box Boards and Specialties

These are the lines we handle—all high quality. How can we serve you? Better let us submit samples of the following:

Bonds
Book Papers
Coated
Plain and Coated Blanks
Bristols
Genuine Vegetable Parchment
Greaseproof and Glassine
Non-Curling Gummed Papers
Blotting
Cover Papers

Plain and High Grade Box Boards

ENQUIRIES GIVEN PROMPT ATTENTION

PAPER SALES LIMITED

Bank of Hamilton Building Toronto, Ont.

EMPIRE LINEN BOND

There is an ever increasing demand for a paper of the grade of Empire Linen Bond. It combines all the qualities of the highest priced papers and gives excellent lithographing and printing results. If you haven't seen a recent sample of "Empire" let us send you one.

Empire Linen Bond is made in White and five tints in a good range of sizes and weights.

THE ROLLAND PAPER CO., LIMITED

Head Office:
142 St. Paul St. W., Montreal, P.Q.

High-Grade Paper Makers

Mills at St. Jerome
and
Mont-Rolland, P.Q.

We make the right kind of blotting for your high-grade printing

Draw your customers' attention to the fact that a printed blotter can be inserted in practically every letter they mail without paying additional postage.

They will be interested in this direct way of reaching men who are directly interested in their products.

And it will result in good extra business for you.

Be sure you have the right kind of blotting—the kind that will do you credit and please the trade.

Write for samples of

Standard	Royal Worcester
Sterling	and
Curi-Curl	Defender
Prismatic	(Enameled)

STANDARD PAPER MFG. CO.

Largest Producers in the World of Fine Blottings

RICHMOND, VA., U.S.A.

WORLD BLOTTING

Guarantees Printing Satisfaction

World Blotting is a product of excellence that 30 years' experience perfected.

It is the kind of blotting particularly adapted to high-class printing jobs—clean, smooth and very absorbent.

Send for a trial supply and ask about "Hollywood" and "Reliance"—two good cheap lines.

The Albemarle Paper Mfg. Co.

RICHMOND, VA., U.S.A.

UWANTA COVERS

A NEW LINE OF EXCELLENCE

Not merely a good cover, UWANTA is an ideal line for the big percentage of catalogs, booklets and folders you print. Clean, strong and moderate in price. Stocked in seven attractive colors and four popular finishes—

Antique - - - - - - - - 19c
Ripple, Linen, Plate - - - 20c

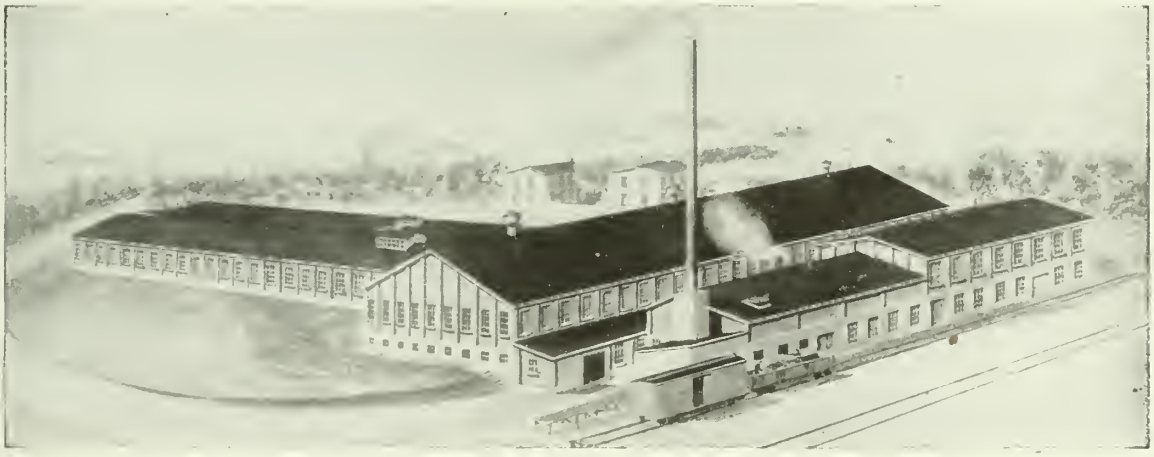
Pleased to send you our new sample book. Write to-day.

UNITED PAPER MILLS LIMITED

66 TEMPERANCE STREET, TORONTO, CANADA

A LETTER WILL BE APPRECIATED

USE YCUR PHONE OURS IS ADELAIDE 1344



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building

Private Exchange Adelaide 1986

Say you saw it in PRINTER AND PUBLISHER

THE MODERN METHOD OF SEALING PACKAGES

The

LIBERTY TAPE MOISTENER

and

Gummed Paper Sealing Tape

Saves 50 per cent. of the cost of string and is much quicker and neater to use. The machine is adjustable to take rolls ½ to 4 inches in width, and up to 12 inches in diameter.

Price $6.00

We carry large stocks of gummed Kraft Paper Sealing Tape in different widths and can supply any special width desired.

THE WILSON MUNROE COMPANY LIMITED

WHOLESALE PAPER

TORONTO, - ONTARIO

First-Class Halftones and Line Engravings

Send Your Orders To Our Nearest Plant

TORONTO—67 Adelaide Street West
LONDON—Greene Swift Building
WINNIPEG—Tribune Building
MONTREAL—Herald Building

Copper Halftones, square finish, 20c. a square inch, Minimum $3.00
Vignetted Halftones - - 25c. " " " $4.00
Newspaper Halftone - - 12c. " " " $1.25
Oval Shapes, a Minimum of 50c. per Cut Extra.
Line Engraving, 10c. a square inch, Minimum $1.00.
Use Our Staff of Artists to Illustrate Your Ideas.

ILLUSTRATIONS FOR ADVERTISEMENTS

Distributors in Canada for The Meyer Both Co., Chicago, services. Containing thousands of cuts and ideas suitable for every class of wholesale and retail advertising. Services covering the Women's Ready-to-Wear, Men's Furnishings and Clothing, Furniture, Boot and Shoe, and illustrations of a general character. If your advertising idea can be expressed in picture, we have it in stock or can make it.

Photographic Fyle of Prominent Canadians

There is no better fyle of photographs of men and women prominent in Canadian affairs than we have. Therefore, if you want a photograph or halftone of the King, Mr. Lloyd George, the Governor-General and family, members of the Dominion Government, members of the House of Commons, Provincial Premiers, leading women or other prominent personages, send your order to us. We have a large staff of Press and Commercial Photographers working continually on current Canadian events and affairs having to do with the development of Canada.

Daily Picture Service on Current Events

We issue a daily picture service in photographs, mats or stereos, illustrating the outstanding news of the day, war scenes and war maps predominating at present. We make selections from a very wide range of photographs, including the official Canadian War Records Photographs, and the official British Fleet Pictures.

Send for samples and prices.

British & Colonial Press, Limited, Toronto, Canada

TRADE COATED R PAPER MARK

QUALITY, RELIABILITY, ECONOMY

"LUXACOTED"

PORCELAIN BOOK

AND

"RED SEAL"

COATED BOOK

THE ECONOMY IN USING HIGH-GRADE COATED PAPER
IS PROVEN BY THE EVER INCREASING DEMAND
FOR THE ABOVE QUALITIES

PROTECTED BY REGISTERED TRADE MARK

MADE IN CANADA AND SOLD ONLY BY

RITCHIE & RAMSAY, LIMITED

TORONTO
CANADA

Western Agents: John Martin Paper Co., Limited, WINNIPEG

LIEUT.-COLONEL ———, the writer of the following letter, abandoned a lucrative business and joined the Canadian forces in August, 1914. He has never been out of uniform since. He has been in some of the heaviest fighting; has been wounded several times; was given up by the doctors; recovered and is again at the Front; was offered command of a brigade. He is regarded as a man of so much importance that he has been guaranteed a sure seat in the House of Commons and will be one of the chiefs, if not the leader, in the returned soldiers' movements in Canada.

Lt -Col. John Bayne Maclean,
Toronto, Canada.

France, April 5th, 1918.

Dear Colonel Maclean:-

Yesterday I had handed to me by Captain———a copy of MacLean's Magazine with your article on ''WHY WE ARE LOSING THE WAR,'' which has been sent to him by a lady from Edmonton because of the reference made in it, no doubt, to . . . . . I have read the article over carefully and so have many of my officers and I thought I ought to let you know how deeply impressed we all are with your array of facts and arguments and the manner in which you have marshalled them together in a brief that should bring envy from the best legal minds in Canada.

For a long time I have been filled with the same ideas with reference to the infantile handling of the great affairs of State by the big men of our country and as one who has been brought up in the greatest awe and respect for those high in authority in England I tried to fight against the gradual turn my mind and heart was taking towards these great leaders. Furthermore, being a soldier, I felt it would not be in keeping with my duty to make comment or criticize those in authority and perhaps also I lacked the courage lest I might bring about my ears criticism which must always follow attacks upon big men. I believe there are many others who have shared the same views and for the same reasons refrained from ''Talking out in Meetings.'' You have stepped into the breach and taken upon your own shoulders the burden of a whole people and in doing so I realize what it will mean to you and the courage and fearlessness which you must have in order to have taken this step. I know of no other man who has so boldly set before us Britishers our own case. You will, no doubt, having attacked these great leaders, find yourself in a maelstrom of criticism. You will be called disloyal and you will be vilified and abused, but the truth of your statements cannot be gainsaid and you must eventually stand out as a great and fearless citizen who was not afraid to place himself in jeopardy, that EVEN YET A ROTTEN SITUATION MIGHT BE TURNED INTO VICTORY BY PROPER HANDLING.

The history of this war has been a history of bungling on the part of the higher ups, interwoven with a history of devotion, loyalty and doggedness on the part of men in the ranks, which can never be excelled. It has been one continual panorama of ''light brigade'' episodes and our brave men still go on fighting knowing that ''someone has blundered,'' yet feeling that blunder or no blunder, we must fight and fight on that civilization may be preserved and British traditions maintained.

Some sections of the public here abuse Northcliffe, Lloyd George and Beaverbrook but having watched things closely for a few months I have come to the conclusion that in these three men and their associates lies the future of the British Empire. The old regime is fighting and dying hard. Incompetency is also tenacious and hangs on doggedly to the high positions where it has been entrenched for so many years in British public life. A few brilliant charges like yours will start such an onrush of public opinion throughout the Empire that sooner or later he will be dislodged, and brains having taken his place, we may look for results. Until that time comes, we need not hope for a change in the present state of affairs.

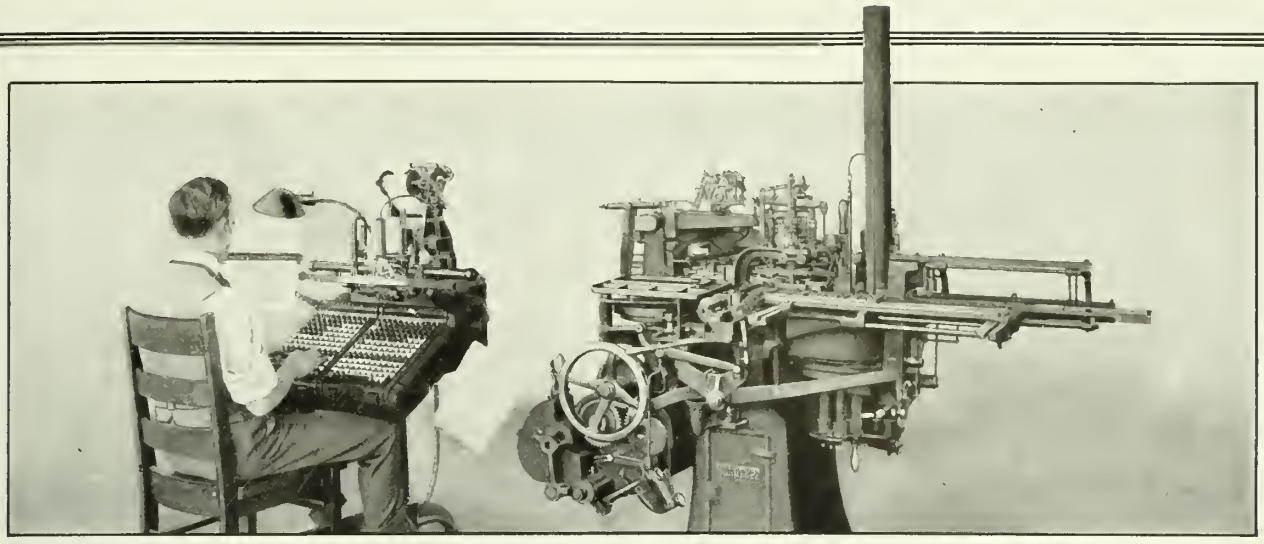
OUR MEN MUST HANG ON FOR THE TURN OF THE TIDE IN THE BRITISH PUBLIC LIFE FOR AT THE SAME TIME THERE WILL BE THE TURN OF THE TIDE TOWARDS VICTORY IN FRANCE.

Faithfully

Signed.....

Commanding.....

This letter was not marked "private," but for good reasons the name is temporarily withheld. If desired it will be given in confidence to Sir Robert Borden or Sir Wilfrid Laurier. MACLEAN'S MAGAZINE and THE FINANCIAL POST have outstripped all other Canadian newspapers and magazines in information on the big war and political problems of special interest to business men. Address MacLean Publishing Company, University Avenue, Toronto, Canada.



War conditions demand greater efficiency with a reduced working force. The Monotype furnishes the means of accomplishing this through Monotype Composition and Non-Distribution, the two great factors in the printing business for increasing production and enlarging the profits

LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

NEW YORK BOSTON CHICAGO TORONTO

Monotype Company of California, SAN FRANCISCO

179

This advertisement is composed in Monotype No. 38 Series and Monotype Rule

This Old World is Undergoing Some Mighty Changes

Traditions are being thrown to the winds. Things are moving pretty fast. Who stands in the way of progress is very likely to be brushed aside, stepped on and forgotten.

In these stirring times it is vitally necessary for us all to take stock of ourselves, of our methods, of our business.

If you are employing antiquated methods which require unnecessary labor to obtain a given result, you are not only hurting yourself but your country as well. We must all conserve man power.

In the composing-room there are two ways of accomplishing this result; one by a proper rearrangement of the room which often yields remarkable returns with very little expense, and the other by combining with this proper rearrangement the installation of labor-saving cabinets and equipment, this providing a twofold saving.

Why not have us send you an efficiency engineer to talk this matter over with you, to help you study the conditions in your plant and accomplish these results?

The Hamilton Manufacturing Co.

Hamilton Equipments are Carried in Stock and Sold by all Prominent Type Founders and Dealers Everywhere

Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

CANADIAN SELLING AGENTS

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PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

THE annual convention of the Canadian Press Association will be held at the King Edward Hotel on June 13 and 14. On this and following pages in this issue will be found appeals from officers and past officers, chairmen of sections, etc., asking that every effort be put forward to have a very large and representative attendance.

Problems of very considerable importance will be discussed, and it is desirable that the experience of publishers of all classes shall be brought to bear on the deliberations of the Association.

Much of the time will be given to the business of advertising, and to the part that agencies play in this field. The weekly section is probably more interested than any other in this work, and the various phases of it that will be looked into will have a special interest and value for them.

WHAT THE PRESIDENT EXPECTS THIS YEAR

By J. H. WOODS, President C.P.A.

I THANK you for the invitation to say a few words in your June issue concerning the approaching annual convention of the Canadian Press Association. Reports from our head office indicate that it will be largely attended, and that interest in it extends among newspaper men from one end of the Dominion to the other. I hope that no publisher who can possibly spare time to attend will fail to do so, not only for the sake of the Association but for his own.

This will be the 60th convention year of the Canadian Press Association, that dangerous period which Dr. Osler has fixed as the limit of human utility. It will be our duty to show that the Canadian Press Association is not 60 years old but 60 years young this year, and that its activity and usefulness are increasing instead of decreasing as its years go by.

The services rendered by the Association to its members are many and varied. The bulletin service alone is worth far more than the annual fee, but greater than a benefit of this character is the service it renders to the press of Canada by giving it an opportunity to unite in efforts for the national welfare. The press of Canada is a force through the Canadian Press Association that it could never be without such an association. This was shown perhaps most signally by its fine record of usefulness in the Victory Loan campaign. The press of Canada never stood as high in the estimation of the public as it does to-day, and for that fact we have to thank chiefly the influence and work of our own association.

J. H. WOODS
President of the Canadian Press Association

There is no one factor in the entire year that does a publisher so much good —and does his publication so much good —as his attendance at the annual convention of the Canadian Press Association. It helps to solve his problems, to broaden his views and to extend his sympathies.

I hope that all who can come will be with us in Toronto on June 13th and 14th.

ARRANGEMENTS ARE WELL IN HAND NOW

The programme for the 60th annual gathering of the C.P.A., which appears on another page in this issue, makes it certain that the sessions are all going to be centred around topics that mean a great deal to the publishing business. There is a gradual getting away from the good-time spirit of the gathering, and it is now regarded more in the light of an investment to be in attendance at the gathering, because matters discussed there are those which the publishers have to deal with all the year.

As the chairman of the advertising section points out in his remarks on one of the following pages, fully 75 per cent. of the revenue of the business comes from that department, and so it is fitting that a great deal of discussion should be given over to advertising topics. A better understanding between the publishers and the advertising agencies should result from a full and candid discussion of the points on which there is now some difference. The programme has been drawn up with an idea of allowing as much latitude for the members to bring up new ideas, and the freest discussion will take place, with a competent man in charge each time to direct its current in the most useful direction.

There is something of interest for the daily publisher, for the small daily and the weekly section, and plenty for the trade class as well. The weekly section always has the largest representation, and this year will prove no different to others. The chairman of the weekly section points out, in his letter, that the more the weekly men put into the convention the more they will get out of it, and he has stated the case well.

ADVERTISING THE REAL BACKBONE OF THE BUSINESS

Advertising Furnishes On An Average 75 Per Cent. of the Revenue

By W. J. TAYLOR, Chairman Advertising Committee, C.P.A.

WHAT can I, as chairman of the advertising committee of the Canadian Press Association, say that will assist in any way to induce any of the members who might not otherwise put in an appearance to attend the annual meeting? On the surface this looks as though it should not be a difficult matter. It is an old saying that the woman who plans and prepares the dinner for her guests is seldom, if ever, satisfied with the result of her efforts, for the reason, I presume, that the good things in connection with the meal she takes for granted should be good, and takes no credit therefor. On the other hand, the imperfections stand out before her much more prominently than all the perfect things which she has to serve. So it is with matters pertaining to advertising and the program that has been prepared in connection with advertising matters that will come up for discussion at the annual meeting. Those of us who had the planning and the preparations in hand are a bit backward in either appreciating ourselves or expressing what feelings of appreciation we might have before others.

THE REAL BACKBONE

Speaking generally, 75 per cent. of the revenue of a newspaper is derived from the advertising columns. This will explain why so much time is taken up at the annual meetings in the discussion of advertising problems and why the work of the advertising committee during the year is much more onerous and more exacting than the work of any of the other committees. Speaking as one who has been in close touch with the work of the advertising committee not only during the past year, but for several years past, I feel that I would not be doing my duty to the newspaper fraternity if I did not intimate in some way, in advance of the annual meeting, that the program so far as it pertains to the discussion of advertising problems promises to be more comprehensive, more interesting, and more beneficial than has been promised by any program in recent years, and to further say that any member who fails to be present at the meeting and to participate in the benefits that will accrue from the discussions that will take place in connection with these problems does so to his own financial loss, and in these days when the cost of everything that goes into the production of a newspaper is constantly soaring it is absolutely necessary that not a dollar of revenue be lost sight of.

A GREAT ADVANTAGE

The time has passed when any man engaged in any line of business, no matter how competent or how experienced he may be, can afford to sacrifice the benefits

W. J. TAYLOR

and advantages that come from intimate associations with others engaged in the same work, and this applies, I believe, as much, if not more, to men engaged in the production of newspapers than to men engaged in any other industry. Only a few years ago the annual fee for membership in the C.P.A. was $2.00 for newspapers of the class with which I am associated. That fee has gradually risen to $60 per annum, and I have no objection to its going higher. Without exaggerating in the slightest degree I can honestly say that if the *Sentinel-Review's* fee were $120 a year, it would be cheaper for us to pay that fee and retain the benefits that have come to it during the past year, than to go back to the old fee of two dollars and accept along with that membership the benefits and the service which the C.P.A. was able to give at the time the membership fee was only nominal.

A DIFFICULT POSITION

It would seem like egotism, in view of the fact that I have been chairman of the advertising committee for several years past, to throw any bouquets at the work that has been accomplished in the past and is being accomplished at the present time by the advertising committee and in which benefits the press of Canada as a whole, whether members of the organization or otherwise, participate; but I feel that it would be unfair to the other members of the committee who have worked so faithfully during the year if I failed to express the opinion that the work accomplished by this committee during the past year, all of which will be explained and discussed at the next meeting, is quite sufficient in itself to ensure the attendance of every member of the C.P.A. at the annual meeting in June.

Newspaper Changes

Mr. Ernest Reynolds has purchased the Gravenhurst *Banner*, taking over the business on June 1 from A. D. Wright, who has conducted it for some time. Mr. Reynolds has been with the Philip Davis Printing Co.., Hamilton, for two years as a linotype operator, previous to that having worked in Brantford with the Hurley Ptg. Co., and the *Courier* and *Expositor*. It is a coincidence worth noting that Mr. Reynolds, who now takes the Gravenhurst *Banner*, W. R. Davies of the Thamesville *Herald* and E. R. Sayles, of the Port Elgin *Times*, were all operators together on the staff of the Brantford *Expositor*.

Fooled the *Times*

The London *Times* prints a self-explanatory notice, which says, "Rudyard Kipling informs us that he did not write the verses entitled "Old Volunteer," which appeared in the *Times* yesterday. Brighton, signed Rudyard Kipling, by some one familiar with Mr. Kipling's signature, with which we compared the transcript before publication. We apologize to Mr. Kipling and our readers. We are investigating the forgery." The poem consisted of three stanzas of eight short lines each. Its language was that observed by the barrack room, together with other jargon not familiar to the average reader.

To Ban German Papers

The Dominion Government will be asked by the Vancouver city council to prohibit the publication in Canada of newspapers, circulars and pamphlets in the German laguage, and to prevent the importation for sale of such from other countries. This was decided upon at a meeting of the city council, when Ald. Hoskin moved this resolution which he filed ten days ago. It was not without considerable discussion that the resolution was finally adopted, an effort being made to defer action until a report had been made on the subject by the chief of police. The lengthy resolution set out the fact that Canada, as part of the British Empire was at war with Germany to prevent the Germanization of the world, and despite this fact papers were published at Montreal and Winnipeg in the German language. This, in the opinion of the council, constituted an insult to the men in khaki and to their relatives, and should be stopped.

The Wapella *Post* has changed hands, Mr. Zingg, who has been at the helm for 18 years, having disposed of the business to W. J. Robinson, of Brandon.

THE WEEKLY MEN SHOULD GET TOGETHER

Their Advertising Problem is a Real One Now.

By LORNE A. EDDY, Publisher Walkerton *Telescrope.*

THESE days the country publisher is being ground between the upper and the nether millstones of a fixed subscription rate of $1.50 which yields him no profit, on the one hand, and of an ever-changing cost of production, on the other hand, which threatens to grind him out of existence. The time is hardly ripe to give the subscription rate a further boost and in these abnormal times the publisher naturally looks to the possibilities of increasing his advertising revenue by getting more local and foreign advertising, increasing his rates on both. In the national advertising field we find the ground being assiduously cultivated by the trained advertising experts of the daily newspapers, the magazines, and the bill-board and street car services of Canada. And the national advertiser is overlooking a most important medium, without wishing to reflect on the other, we might say the most effective medium for reaching the people of Canada—the local press.

Individually the weekly publishers can do little or nothing. Through the weekly section of the C.P.A. it is possible for them to accomplish something worth while in the way of promoting national advertising in the weeklies. Up in the Bruce County the publishers are awake to the possibilities of the situation and are preparing educational propaganda to boost Bruce as a profitable field for the national advertisers' products as reached through the local press of Bruce County. It is up to the weekly men of Canada to start something on a larger scale to interest the national advertisers. It is only by getting together that the weeklies can do it.

The local advertising field is another point where we weekly men are falling down. Can we get help at the convention? Well, the writer knows a publisher

LORNE EEDY.

who got a real worth-while suggestion through the C.P.A. a few years ago. He didn't have sense enough to apply the idea to his own business until three months ago. In that short time he has increased his local advertising 33 1/3 per cent. That one idea was worth several years' memberships. And it can be yours for the asking at the C.P.A. meeting next week.

Is the Canadian Press Association doing all it should do for the weeklies? Many weekly men say no. If not, whose fault is it? If these weekly publishers instead of grouching up the side lines, will go down to the city next week and make their presence felt at the annual meeting, the C.P.A. can be made very much worth while for every weekly publisher. It is up to us Weekly Men.

PUT FAMOUS EXPLORER ON STAFF AS REPORTER ON POLICE COURT BEAT

AN interesting sidelight on the life of Stanley, "the man who found Livingstone," appeared in a recent edition of the Vancouver *World*, from the pen of F. P. in "The World's Window."

Henry M. Stanley, "the man who found Livingstone," was in London towards the end of his life—for the moment I forget where he died. He was candidate for North Lambeth, won the seat and sat in the British Parliament from 1895 to 1900. As a member of Parliament he won no great distinction.

I recall Henry M. Stanley (who is generally regarded as an American, but whose real name was John Rowlands, born at Denbigh, Wales) in connection with the death of James Gordon Bennett, proprietor of the New York *Herald*. It was this enterprising paper which, at enormous expense, sent Stanley to "go and find Livingstone"—and in the wilds of "darkest Africa" the grand old Christian missionary was found.

When Stanley was candidate for North Lambeth I was assigned to report his campaign, and with him and his fiancée, afterwards Lady Stanley, I had many pleasant conversations.

Miss Dorothy Tennant worked like a Trojan in Stanley's election campaign. It was she who won it, for Stanley was a poor speaker—on politics. Miss Tennant, divinely tall and divinely fair, was an artist whose pictures of London street children had made her popular, and she soon won her way into the hearts of the Lambeth people, who could not resist her plea, for "a vote for my future husband."

Knowing that he did not shine as a speaker on politics, Henry M. Stanley, during his campaign, secured the Canterbury Music Hall and gave an illustrated lecture on his search for and discovery of Livingstone. On this subject he was interesting, and at times eloquent.

The death of James Gordon Bennett, who sent Stanley on his famous expedition, has made me recall these facts, because I prepared many of the lantern slides for Stanley's lecture, and I shall not forget the heat, the anger, with which he rejected allusions to the New Yord *Herald* and his former patron and employer. I soon discovered that the proprietor of the New York *Herald* had made Stanley a victim of his eccentricities. Stanley having found Livingstone returned to America with the plaudits of the world ringing in his ears. But the proprietor of the New York *Herald* only considered he had successfully fulfilled an assignment in the course of his journalistic duties, and that being done he gave the world-famous explorer a police reporter's job in the Tenderloin district of New York!

However, the King of the Belgians found a more fitting job for a man of Stanley's mettle, and he sent him back to Africa on the Emin Pasha expedition.

When Stanley was candidate for North Lambeth the "talking machine" was in its infancy, and happy was the man who possessed an interesting "record."

Stanley made one for me, an old "Edison" wax cylinder record. It was the Lord's Prayer and "God Save the King" in a Congo dialect. That cylinder should be somewhere in Canada. I lost it in some lost luggage on the C. P. R.

I hope that now James Gordon Bennett is dead somebody will tell the full story of how he found Stanley. It will prove an interesting chapter of journalistic history.

It is interesting in war time to recall the fact that Henry M. Stanley was at one time a war correspondent, and described the doings of "the little British army" on its expedition to Magdala.

The Vancouver *Province*. says:—"Hugh Savage, managing editor of the Cowichan *Leader*, Duncan, is in the city today. He states that the description of his paper as a 'Conservative' journal, as contained in a political advertisement in yesterday's *Province*, is absolutely incorrect and misleading. Every issue of the Cowichan *Leader* contains the statement that it is 'Independent' and any reputable Canadian newspaper directory publishes the same accurate information, Mr. Savage adds."

FOUND FRIENDSHIP AND GOOD BUSINESS

J. G. Elliott Thinks Editors Should Get Together.

J. G. Elliott, of the Kingston Whig, *Past President of the Canadian Press Association, thinks that there is room for the editorial men in the association to come closer together. His view is shared by others, and it may come up for discussion this year. Such a move would not in any way interfere with present arrangements, but would give the editorial men a splendid chance to discuss problems that are particularly near to them.*

J. G. ELLIOTT.

IT is gratifying for me to be able to record some of the advantages accruing to editors who have become connected with the Canadian Press Association. After a good many years of membership in the association I believe I have gained much experience and found splendid comradeship with many of the outstanding men in journalism in Canada. The association was in its early days merely a social gathering with really little advantage save the commingling of kindred spirits. The excursions, an annual event, were full of pleasure and merriment, and I have frequently heard the "old boys" dwell upon the good sport they enjoyed at them. But now much of this has been changed and the business element enters very largely into the association. We are feeling our way to put the newspapers upon a genuinely scientific and business basis, and in reaching that end, for the present at least, the editorial side of the work has been somewhat side-tracked. Nevertheless we will come into our own very soon.

As a great influential body of publishers and editors we are making ourselves felt. The co-operation has been good for all of us, and I look hopefully for the best results in the future. Newspapers are no longer conducted for the benefit of the public. True they are conducted for public benefit but the said public are now made to bear the expense just as they must meet the expense of all manufactured products which are for their use and enjoyment. When publishers reach the point of having their advertising columns truthful, upright, and just, appealing and convincing, then we must turn our attention to see that the news and opinions and expressions are equally safe, sane and well balanced.

In the meantime, however, the editors who do belong to the Canadian Press Association have found a common bond of unity with the business managers and the advertising managers, and I think that we are all moving together with the one object of seeing that the Canadian papers are full-orbed media of information and intelligence, appealing to their constituents, the readers. That was my object in linking up with the association, and in my small way I have tried to inject my thoughts in that regard in the deliberations of the association.

The executives of the association in the past four years have been very helpful in extolling the editorial side of the newspaper. The organization, when the amalgamation of all the press associations took place, gave me the chairmanship of the Daily Section, and in the Board of Trade Building the following year I introduced in the programme some editorial topics that proved very entertaining and helpful as many of the members of that section testified. Dean Talcott Williams, of the Columbia School of Journalism, was present, and we all know how inspiring and instructive were his addresses. Then came the "Editorial Night," and how splendid they have been to all the membership was manifested at the meetings under the presidency of Mr. Smallfield in 1916 and myself in 1917.

These are foretastes of what may be expected in the future. I have already expressed my opinion before the board of directors this year as to the advisability of an editorial section, and I am expecting that the matter will be discussed and I hope the section inaugurated.

In other countries the editors have associations of their own, and they are powerful organizations. I do not think that in Canada we can do such a thing at the present time. Rather we must give potency and strength to the present body by remaining with it, and so an editorial side of the C. P. A. could be constituted to the great advantage of all the working journalists of this country.

In brief, my proposition is this: That an editorial section be created to which every man and woman who works in the editorial department of the newspaper shall be rounded up into a helpful body where the views of the various workers may be exchanged and a better knowledge of the requirements of the public in their reading may be gained. Hitherto in the daily section—and possibly in the weekly section also—the discussions have palled upon some editors because they were not in touch with the business side of the paper, but I confess that I have always enjoyed them, deriving benefit and helpful instruction from the debates that have occurred on advertising and business methods. And while I would not dissociate all the working journalists from such a helpful gathering I would convene the editors of every class and kind—sporting as well as society—in a body to talk over their own affairs and bring about many changes in their work that would redound to the benefit of the profession.

Within the past ten years I have noticed a better feeling amongst editorial workers. The comradeship that has been created through meeting together at the annual gatherings has broken down the narrow views we held regarding one another. Really my boon companions at the association have been political opponents, and I esteem it an honor to have had fellowship and comradeship with A. T. Wilgress, W. R. Givens, W. S. Dingman, L. H. Dingman, J. Miller, C. J. Bowell, W. B. Burgoyne, and a score of other such "hot heads" when at their desks, but the happiest of companions when we rub shoulder to shoulder. There are scores upon scores of other editors and publishers whose names I have not mentioned, but whose kindliness and gentlemanliness I shall never forget.

The advantages I have secured through my connection with the C. P. A. are priceless. I shall always remember the goodness of my brethren in overlooking my shortcomings and in honoring and helping me far beyond my deserts.

We need a strong virile press in Canada. We have momentous problems to work out, and it is only as we gather together all the elements that go to make the splendid profession into one strong, determining force, shall we succeed in building up a body of thought and opinion that will stand the test of public sentiment and give a paper the place that it should have in every community.

I see every advantage in being linked up with the Canadian Press Association, and the door stands open for everyone of the profession, from the reporter of two years' standing to the old codger of seventy-five, whose life's work has been beneficial to his country and a glory t his associates.

J. G. ELLIOTT.

THE WEEKLY SECTION STANDS TO GAIN

The More That Members Put in the More They'll Get Out.

THE members of the weekly section of the C. P. A.

Brethren:—I trust that there will be a large attendance at the annual meeting of the C. P. A. I might preface my remarks with the question "What can the Weekly Publisher Gain From the 1918 Convention?"

I trust that this year he will gain something that will be of benefit to him in his business.

At a meeting of the Executive I made the proposal that the questions to be discussed would be "Advertising, Circulation and Job Work," as applying to the weekly section. So far I have not seen the draft of program as drawn up by our Manager, Mr. Imrie, but I feel that it will be along these lines. I would ask the men of the weekly section to come to the convention prepared to give us their experience, methods and advice on these, the only revenues of a newspaper.

J. J. HUNTER,
Chairman Weekly Section C.P.A.

"Your methods may help some other member to get his business on a real paying basis. The day has gone by for viewing your competitor with suspicion, and only by closer co-operation can we put the weekly press of Canada on that high plane it should occupy. Also you will have the opportunity of hearing the advertising agencies address you and give you their views on national advertising. Remember the more you personally put into the proceedings of this convention, the more will you get out of it. Hoping to see the largest gathering in the history of the C. P. A.

I remain yours sincerely

J. J. HUNTER, Chairman,
Weekly Section C. P. A.

CLAIMS THAT EASTERNERS SLASH THE PRICES

Western Man Puts It Up to Some of the Printers From Ontario.

Weyburn, Sask.

PRINTER & PUBLISHER, Toronto, Ontario.

Gentlemen:—I have been following with some interest the controversy which is being carried on through the medium of PRINTER AND PUBLISHER by Mr. Kimbark, of Business Systems, Toronto, and Mr. Upton of Montreal, and wherein the former gentleman has been endeavoring to set the latter in the right path. In connection with the above dispute I am still neutral, as the evidence is apparently far from complete yet.

From our own observations and experience, however, Mr. Kimbark seems to be going far afield in an endeavor to do missionary work. Why not begin in sin-ridden, heathen Toronto? We in the West find our worst competition in Toronto and London, Ont., firms, who certainly understand the fine art of slashing the gizzard out of prices. Ask any printer in the West. We will give you a concrete instance: The City Clerk, in the city in which I conduct a job printing establishment, requested that I submit a quotation on 20,000 Transo envelopes, printed up. These envelopes were at the time catalogued at $3.00 per M by a wholesale paper house in Winnipeg. The above price was of course, for small lots. On large quantities there would no doubt be some discount, say 5 per cent., which would reduce wholesale price to $2.85 per M.

Business Systems, Toronto, with which the apostle of higher prices, Mr. Kimbark, is connected, submitted a quotation on the above mentioned 20,000 envelopes of $2.85 per M. printed—and, of course, got the order.

Now, if we are unable to lay the blank envelopes down in Weyburn for $2.85 per M, where do we get off at against such competition? Does Business Systems make a profit of 33 per cent on the blank stock alone, to say nothing of making a profit on the printing? If so there is something radically wrong with our western paper supply houses. Or has Business Systems such a "corner" on Transo envelopes as to practically eliminates competition in Canada? We ask this for the reason that we have received quotations on these envelopes from more than one paper house, and we'll admit that we can't sell same blanks at the price asked by Business Systems for the printed article, and at the same time make enough on the transaction to pay for our tobacco during the time required to put the deal through.

To say that Business Systems specializes on envelopes doesn't explain the matter. If so, specializing means getting the best equipment and brains together—not to make money easier or faster, but to slash the stuffing out of prices, that the printer across the street may not get too much business and that the consumer may be the only one to profit as the result. For instance, say we run through 10,000 impressions on a jobber in a day at $1.25 per M, giving a total of $12.50. This seems a bit slow, so we decide to specialize. We put in an expensive machine which feeds automatically. At $1.25 per M we find we are making too much money. We are getting through three times as much work, so we decide to cut the charge per M down to one-third the former price or less—that we may not rob the poor innocent consumer, and that we may lessen the work for the poor printer across the street who doesn't happen to have an automatic press and is therefore overworked.

Talk about cutting prices—the large city printer makes the country guy look like a piker and a slacker.

We could quote several cases similar to envelope contract mentioned above. We will say this, however: we don't believe the big city printer slashes prices in his home town to the same extent that he does in the country. When the city salesman gets into the country he seems to lose all sense of equilibrim. He imagines that every order he gets is that much extra for his house over the normal amount of business done, and therefore he arrives at a very libral state of mind—it's like found money. We quizzed one guy who was on the road for a fair-sized city shop and found that he made no distinction in the prices of linen surfaced papers—cheap and expensive were all going in at the same price in the form of letterheads. He was also selling Superfine Linen Record at approximately the same price as cheaper bonds. We can't say that his house was filling all his orders. We imagine they were not. At any rate he is only one of the species, which is very numerous.

Very respectfully yours,

THE ART PRESS,
Per Thos. McLeod.

FOURTH ESTATE HERE AND ACROSS ATLANTIC

Newspaper Life in The Old Land And On this Side of the Atlantic.

By NORMAN MACKINTOSH

ONE evening in Vancouver a young engineer from the Old Country, a man keenly critical, well read, and well traveled, looked over an evening newspaper with me.

"What I hate about these Canadian newspapers, and still worse the American papers," he said, "is the horrible headlines. I consider it something like an insult to my intelligence that some other mind than my own should endeavor to form for me an impresssion of what an article in a newspaper contains before I have even had time to read the article for myself."

Mr. Asquith had just delivered an important speech at Ladybank, Fifeshire. The headlines were telling of it. My engineer friend remarked:

"For me it is quite sufficient that a newspaper headline should say simply, 'Mr. Asquith at Ladybank,' and leave me to find out for myself from the article what Mr. Asquith had been saying or doing. I know that unless he has been saying something important there will be no article in the paper at all. I do not want to be tub-thumped by a headline into thinking what some other fellow has thought about the matter."

Old Land Headlines

Therein lies one great difference between Old Land newspaperdom and the newspaper business on this side of the Atlantic. The headlines are simpler over there. They don't try to tell the story for the reader. They are simply labels for the story itself. There has been for some years an attempt to convert headlines in Britain to the transatlantic style. I was in a British newspaper office once when the effort was begun. It was positively comical.

A first-rate chief sub-editor, to whom was assigned the task of "improving" the British headlines into something on the American plan, fought for minutes that lengthened into half hours over some next-day matter he had in hand. He perspired. He murmured words that were emphatic, and not for Sabbath use. (It was a Scotch newspaper office—we had a leader writer there who used to come with his tile hat on, on Sunday afternoons, but that is by the way.)

I discovered that the idea at work in the chief sub's head as regards these "American plan" headlines was that if only he could get them to read jerkily enough, and with enough broken bits of sentences wandering through them, he'd had solved the mystery. Finally he discovered a way to do it.

There was a young fellow on the staff who had a very disjointed manner of expressing himself. He could be counted upon to give a breathless telegraphic effect to anything he had to write, and also to confuse the sequences of ideas capitally. He got the job of converting clean, readable "European plan" headlines into American plan headlines, and he turned out some miracles of word entanglement. They satisfied. They were even considered good. They imitated the transatlantic style of headline—typographically—and were extraordinary enough to make the reader hurry headfirst into the articles to discover what on earth had happened. But seasoned old journalists shook sage heads over them, and called down the bolts of Jove upon the head of the newspaper owner who had been over to Chicago and brought back the terrible idea.

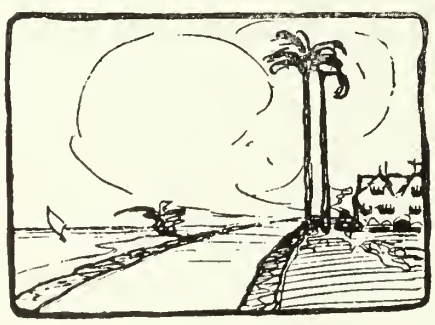
The British Substitute

There is a British substitute for the headline that tells or tries to tell the whole story in a few strong words. This substitute is the summary. In representative British newspapers the news summary, usually found in a regular and never-altered position in the paper, is a masterpiece of terse English. The best journalists in the Old Country are found amongst the men usually chosen to write news summaries for the first-rate papers. From the column or so of cleanly-built paragraphs that contain the pith of the day's events the business man can in ten minutes on the train gain a shrewd grasp of everything important that he should have an idea about. Later, if he has time, he can go into the matter in its fuller form in other columns of his paper, and the headlines, simply indicators, do their work adequately.

The Sub-Editorial Force

As soon as the need for the work of skilled summarists is thought of, there arises the thought of the sub-editorial force of the British newspaper field.

To me it has always seemed that the one great distinguishing contrast between British and Canadian journalism is found in the difference of emphasis laid on sub-editing in Canadian newspaper offices as compared with British newspaper offices. A question of caste arises at once in the Old Land when you look into the organization of a newspaper office. The sub-editor is of different caste from the reporter.



The sub-editorial staff is often recruited from the universities, and sub-editors do not have to go through the reportorial mill, though those who have done so are the better for the experience and the kinder towards copy.

It is promotion for a reporter to become sub-editor. Although between chief reporter and chief sub-editor in an Old Country newspaper office there may be a big bond of mutual admiration, there is also rivalry, and the caste line is still very delicately drawn. The chief sub. must battle for his force of sub-editors—the blue pencil men who slash up the reporters' work. The chief reporter must take his side with his staff, the outside men who get the stories Chief reporters are usually more dearly loved than chief sub-editors. They have some driving to do, but they have lots of help and encouragement to give. The chief sub. on the other hand has much mutilation of literary offspring on his soul, and forms something of a scapegoat also for the sins of others. He grows grayer in his harness than even the chief reporter.

Over Here—The City Editor

On this side of the Atlantic the city editor seems to fulfil the function of the Old Land chief reporter and chief sub-editor as well. Small wonder that city editors are so very popular as a rule with their staffs. They have both the driving and the blue pencilling to do. I believe the Old Land division of responsibility makes the work a little lighter on the men. Still I have never seen a chief reporter any plumper than the average Canadian city editor. Chief subs. sometimes grow corpulent. They don't have much walking to do except in occasional furious hours of composing room activity when some of them run Marathons amongst the cases, pursued by lurid words and wild-eyed makers-up demanding instant decisions. The editorial chair is sometimes the next step for a first-rate chief sub., but many chief subs. remain chief subs. to the end. Many chief reporters also are chief reporters all their lives, desiring no other step, remaining to the last active, well-known, well loved men. Such a man was Gilbert of the Edinburgh *Scotsman*. the kindly chief who guided my own juvenile steps into the glamorous realm of the fourth estate. How well I remember his broad, furrowed brows under the green shade of his lamp in the old *Scotsman* offices on Cockburn street! He has passed away, with his mind rich with pictures and politics, and the modern history of mine own romantic town.

Sometimes my memories of Old Land chief reporters and chief sub-editors crowd along with other memories of other men and other methods. There was Gerrie, with whom I worked in timber-fragrant Vancouver. Here I came in contact with the American method of newspaper work, for Gerrie was direct from New York. He started the Vancouver *Sun*, and that *Sun* rose brilliantly, as many will remember. Gerrie fulfilled the function of news editor in the American fashion, taking charge of the whole construction of the news end of the paper, with city editor and telegraph editor under his guidance, and the whole reportorial staff in personal touch with him. He had more. He had a regular army of correspondents working for him throughout B.C., and it was his way to keep in personal touch with these men also by means of little encouraging notelets, reading, "Keep plugging away. You're doing fine," or words to that effect. The *Sun* certainly covered British Columbia thoroughly in its early days, but it cost something to do so.

Local Correspondents

Local correspondents take care of a good deal of the work of news getting in Old Country newspaper life. The village parson or school master does his share. There is a stereotyped style for Old Land correspondence which is recognizable almost through the cover of the envelope containing the copy. Each item begins with its heading as a rule—a broad, comprehensive heading such as "The Crops," "The Weather," "Distressing Accident," or even "The War" (for when a local correspondent has a returned soldier to tell about, he will quite solemnly head his copy "The War"). On some awful occasions the local wag becomes correspondent. A most careful sub-editor I once knew got into serious trouble over running in good faith an article from an apparently bona fide local correspondent, about a fancy dress ball. The appalling fact that every single character costume described some particular local personage mentally, morally, and physically by implication, and that there never was any fancy dress ball at all, came out after the article had duly appeared. It cost real money to mend that mess-up. Some of the ladies never forgave the paper.

Canadian City Editor Efficiency

For downright businesslike drive and the gift of getting the good out of his staff I always give the palm to my first Canadian city editor. With men like Gilbert of the *Scotsman*, Templeton of the *Courier*, and Gerrie of the *Sun*, 'Jerry' Snider of the Toronto *Telegram* ranks amongst my spurred knights of the fourth estate. "Spurred" is the word as regards Jerry. He fairly spurred the speed out of me when I had the soul-stirring joy of breaking into Canadian journalism on the inspiring assignment of "Deaths, and Church Offices" in Toronto. Curiously enough, the harder he drove me the better I learned to like him, and the swift, exacting, tireless methods of Canadian journalism. Jerry's assignment book was an illustrated magazine. I never forget the tombstone he drew as suggested "only possible" reason for the failure of a trio of first-rate reporters who had most unaccountably missed a big item that broke within range of the whole three of them. My name wasn't mentioned on the tombstone, or I might not be so inclined to mention it here.

Making an Old Land Reporter

I might write a whole lot more about my impressions of Canadian newspapers from news-gathering to the noble work of editing a paper in a pioneer Pacific coast city, but there is one very important contrast between Old Land methods and Canadian or American methods that I must not miss mentioning. That is the matter of making a reporter. Over here it's more easily done than over there. Over here, if a bright boy has eyes and ears, legs, brains, and a bit of controllable memory power he'll make good in any newspaper office provided he can get his ideas and observations down in decent English. Across in the Old Country, before a boy can break into the newspaper game he has to be a fairly fast shorthand writer. They work more by notebook than by memory over there. A chief reporter won't look at an applicant for a junior reportership who can't write his eighty to a hundred and twenty words a minute. Eighty is too slow for the big dailies. And often after giving years to the study of shorthand the junior reporter wonders during a long apprenticeship to paragraphing why on earth the shorthand was considered necessary. Presently, however, he will find himself acting as news-secretary to the senior men, taking their stories from them in shorthand to save them the labor of writing, and at last will come a great day when he will take his place with a phalanx of speed writers at the long press table beneath or on the platform, where a big gun of the political world is about to belch forth his thunder.

"Stick to Him, Boys!

Then it's a whispered "Stick to Him, Boys!" from the chief, and away go the shorthand pencils like lightning for five or only six minutes "takes" as the big gun roars. A light tap from the pencil of the timekeeper who sits watch in front of him, and the first reporter ceases shorthand and dashes into his transcription, while No. 2 races on with the verbatim record. Down through the whole series of six or eight reporters the shorthand work will pass in "takes" swift as a bush fire, each man taking his turn (with his transcription finished under pain of everlasting ignominy). One star shorthand man writes verbatim steadily for the whole period of the speech just to make certain of having for the final edition a record in shorthand of any part of the speech where there may be a doubtful phrase, a mishearing, or a failure to record. This man's services as reference are seldom required, but his presence gives confidence to the other reporters. All the while of course the transcribed "takes" are being rushed back to the office at full speed, and, almost as the speaker concludes the first edition with his speech completely recorded is on the street. That is how "Mr. Asquith at Ladybank" was recorded by men I knew. That is Old Land reporting at its fastest, and the pace is good enough to make Old Country reporting well worthy to be called a man's job. There are girls in Old Land journalism as in Canadian, but that's another story.

Doing Welfare Work

The Quebec *Telegraph* organization, numbering over one hundred, is also working along welfare lines. Recently it has purchased a moving picture machine, also a lantern machine. Accommodation has been provided for exhibiting the many hundreds of pictures that have been taken from time to time by the management, thus providing a most instructive and educational feature. In order further to extend the work, the machines are available for use to outside parties, thus providing a ready source of entertainment to many worthy objects fostered by citizens. A recent patriotic endeavor that produced sums of money for various charities was the establishment of the *Telegraph* Theatre at Valcartier Camp, when each week throughout the camping season between thirty and forty reels of pictures were shown. The activity of the *Telegraph* is not confined alone to that of entertaining, but extends to other features for its inner organization that tend to increase the good-will and co-operation.

The Price of Newspapers

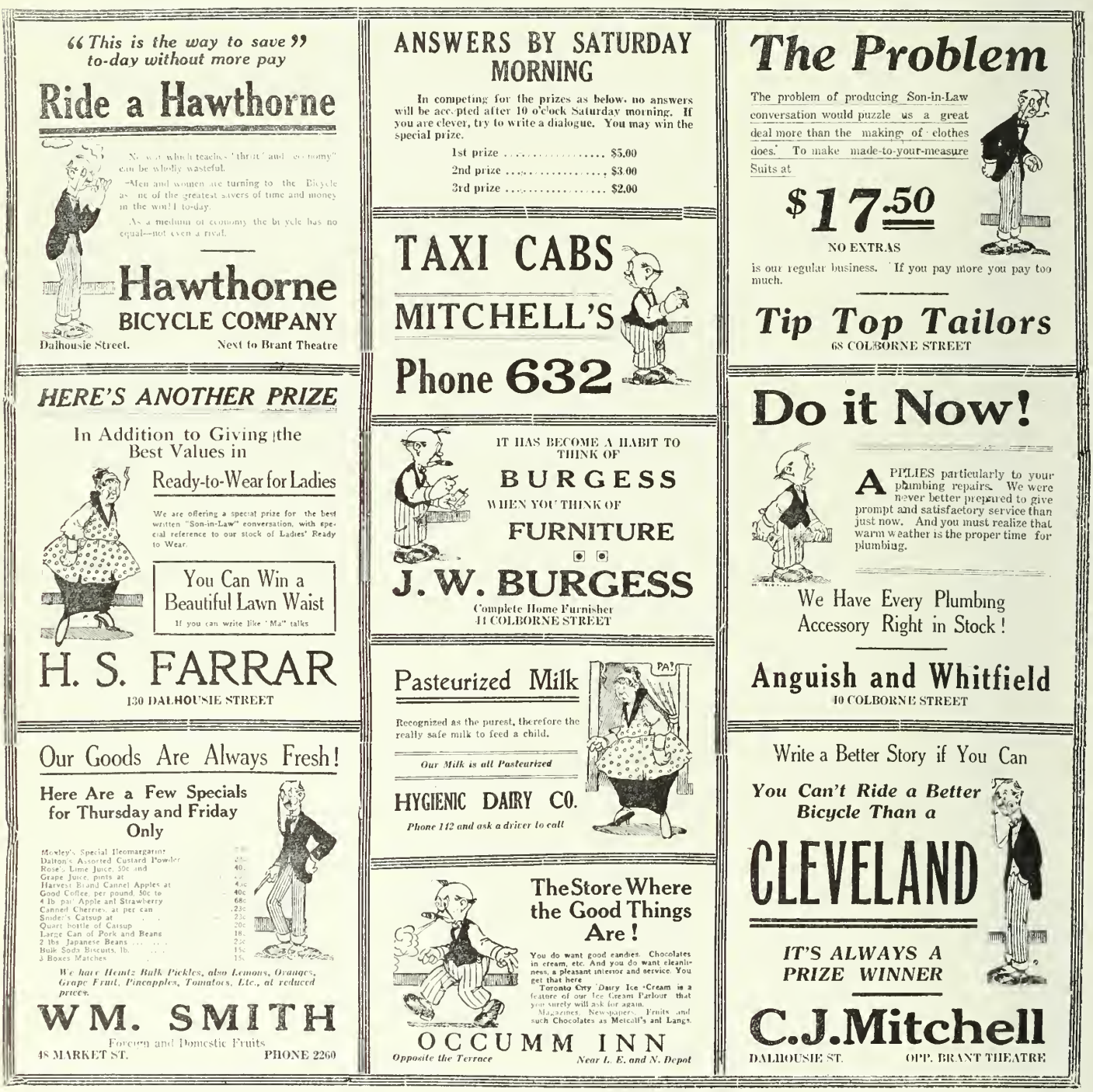
Grand Rapids *Presse*:—To-day the one-cent newspaper is only a fond memory in this country. With the rapid increase in the price of white paper and other costs of production more than 1,200 small papers have been forced to quit within the year. Only this week the Chicago *Herald*, after an honorable career of nearly forty years, succumbed. The additional burden of higher postal rates is regarded as so serious that the American Newspaper Publishers' Association has appeared before Congress and urged that the postal increase be rescinded or at least suspended until a scientic investigation can be made. The strong point made by the publishers was that this is a special tax upon intelligence and patriotism. Newspapers are extremely reluctant to increase their circulation price, and have done so only after every other economy possible had been resorted to. Further increases would have to be passed on to the subscribers as part of the cost in keeping posted on the news of the day and being in position to intelligently aid the Government in its war plans."

HOW PUBLISHERS ARE SECURING BUSINESS

Ideas That Can Be Passed to Other Publishers.

MAKING use of the comic strip for the securing of business is rather a new idea, and yet it is one that has been used. The Brantford *Courier* of recent issue had a page of business that was good for a couple of editions, in which the son-in-law comic strip was cut up and used in the various ads. on the page. This form of advertising can be over-developed, as no paper likes to gain the reputation for specialized and spasmodic publicity.

The *Courier* plan was to have a conversation or dialogue between the characters in the advertising, and in some cases special prizes were offered by firms for the conversations referring to their particular line. The advertising manager of the *Courier*, J. H. Johnson, speaking of the plan, said:

"Believing that a feature page entirely different from the usual would be of benefit to our advertisers and at the same time be of more than ordinary interest to our subscribers, we used this page with great success. It was put on by our regular staff in a very short time. It sold easily. Practically every merchant who was called upon realized the merits of the page. Two merchants held the idea that they were liable to hold their business open to ridicule, but were easily convinced that they were merely telling the story of the different merits of these stores to the people in a manner that was pleasant and lucrative and sure to be read. The page was sold at one and a half times the regular rate. We received a large number of replies. Many were crude, but the winning ones were of a very high order. To make it real interesting some of the merchants donated special prizes, which, however, were not suggested. The advertisers were well pleased with the results, and after all that is what we really most desire. The page ran two insertions, and there were three prizes—$5.00, $3.00 and $2.00." Below is shown a reduced reproduction of the page.

"This is the way to save" to-day without more pay
Ride a Hawthorne
Hawthorne BICYCLE COMPANY
Dalhousie Street. Next to Brant Theatre
ANSWERS BY SATURDAY MORNING
In competing for the prizes as below, no answers will be accepted after 10 o'clock Saturday morning. If you are clever, try to write a dialogue. You may win the special prize.
1st prize $5.00
2nd prize $3.00
3rd prize $2.00
The Problem
The problem of producing Son-in-Law conversation would puzzle us a great deal more than the making of clothes does. To make made-to-your-measure Suits at
$17.50
NO EXTRAS
is our regular business. If you pay more you pay too much.
Tip Top Tailors
68 COLBORNE STREET
TAXI CABS
MITCHELL'S
Phone 632
HERE'S ANOTHER PRIZE
In Addition to Giving the Best Values in
Ready-to-Wear for Ladies
We are offering a special prize for the best written "Son-in-Law" conversation, with special reference to our stock of Ladies' Ready to Wear.
You Can Win a Beautiful Lawn Waist
If you can write like "Ma" talks
H. S. FARRAR
130 DALHOUSIE STREET
IT HAS BECOME A HABIT TO THINK OF
BURGESS
WHEN YOU THINK OF
FURNITURE
J. W. BURGESS
Complete Home Furnisher
41 COLBORNE STREET
Do it Now!
APPLIES particularly to your plumbing repairs. We were never better prepared to give prompt and satisfactory service than just now. And you must realize that warm weather is the proper time for plumbing.
We Have Every Plumbing Accessory Right in Stock!
Anguish and Whitfield
10 COLBORNE STREET
Our Goods Are Always Fresh!
Here Are a Few Specials for Thursday and Friday Only
Mowley's Special Bloomargarine
Dalton's Assorted Custard Powder
Rose's Lime Juice, 50c and
Grape Juice, pints at
Harvest Brand Canned Apples at 4oc
Good Coffee, per pound, 50c to 40c
4 lb. pail Apple and Strawberry 68c
Canned Cherries, at per can 23c
Snider's Catsup at 25c
Quart bottle of Catsup 20c
Large Can of Pork and Beans 18c
2 lbs. Japanese Beans 25c
Bulk Soda Biscuits, lb. 15c
3 Boxes Matches 15c
We have Heintz Bulk Pickles, also Lemons, Oranges, Grape Fruit, Pineapples, Tomatoes, Etc., at reduced prices.
WM. SMITH
Foreign and Domestic Fruits
48 MARKET ST. PHONE 2260
Pasteurized Milk
Recognized as the purest, therefore the really safe milk to feed a child.
Our Milk is all Pasteurized
HYGIENIC DAIRY CO.
Phone 112 and ask a driver to call
PA?
Write a Better Story if You Can
You Can't Ride a Better Bicycle Than a
CLEVELAND
IT'S ALWAYS A PRIZE WINNER
C. J. Mitchell
DALHOUSIE ST. OPP. BRANT THEATRE
The Store Where the Good Things Are!
You do want good candies. Chocolates in cream, etc. And you do want cleanliness, a pleasant interior and service. You get that here.
Toronto City Dairy Ice Cream is a feature of our Ice Cream Parlour that you surely will ask for again.
Magazines, Newspapers, Fruits and such Chocolates as Metcalf's and Langs.
OCCUMM INN
Opposite the Terrace Near I. E. and N. Depot

THE REVIVAL OF BICYCLE ADVERTISING

MANY papers are securing good business this month from advertising bicycles. The habit is being largely revived in many centres, and papers should be quick to see the possibilities of some good business in this way. Especially in centres where street cars are largely used is it possible to write forceful copy for bicycle advertising.

A page that appeared in the Toronto *Star* early in May brought this fact out. Some of the headings in the ads were: "Mr. Strapholder, Here's a Seat for You —Put Your Trolley Fares Into the Purchase of a Bicycle." Again, another dealer uses the wording, "Bicycle Riding is Cheaper Than Walking." The reading matter on the page used by the *Star* figured out how many wheels were used in Toronto, "Speeds to War Garden by Means of Bicycle," "Bicycle Will Pay For Itself in a Year." There was nothing of the "specialized" appearance about the page. It was readable and would be good business for the paper and the firms advertising.

THE Fort William *Times-Journal* has made good use of the "Clean-up Week," and secured some extra business as a result. In the reading matter that accompanied the advertising, use was made of the military date lines, as follows: "With the Clean-up Forces at Fort William." The clean-up campaign was inaugurated and managed from the city hall. The lines represented in the advertising were electric companies specializing for the event on vacuum cleaners, garden and lawn seeds, painting, paper hanging, kalsomining, etc., hardware stores featuring garbage cans, ash pails, etc. Preparations for cleaning furniture, rugs and hangings were also represented, and, of course, the "paint up" idea was connected with it. It was all timely business that could probably be secured any place if the effort were exerted.

The Kingston *Standard* used the "Brighten-up" idea for full page business. The feature was a "proclamation" from the chairman of the city health commissioner, and signed as well by the mayor. The lines represented on the page were paints, grocery stores featuring soaps, brushes and cleaning preparations, electric companies for vacuum cleaners, upholstering and repair firms, exterior and interior decorators, piano and musical houses. One energetic druggists gets in on the business, suggesting in his space that "After You Get Your Part of the City Clean-up Done You Will Need a Tonic." The page is good-looking, seasonable business. The *Standard* also used the opening of the city league for a half page of business.

In connection with the opening of the new Bank of Hamilton building in Winnipeg, the *Free Press* of that city secured some eight pages of good business in a way that is too often overlooked in the daily field. The new building was well written up, no detail being overlooked. The front and back pages of the section referring to the bank were illustrated in colors. The inside pages carried the advertising of the people who had in any way contributed to the erection of the bank building or to the outfitting of any of its departments. Advertising space was freely used by a number of these firms. This is a good way to secure special business. It is good for the paper, and good business as well for the firms represented. It is one of the most successful methods used by the trade and technical papers, and it should be as closely followed by the daily and weekly papers. There is no good reason why the news of the opening of any new factory or building in any city could not be coupled with some good business by carrying in that same issue the announcements of the concerns that have been engaged in the erection or equipping of it.

The St. Catharines *Standard* is publishing a 6 o'clock edition, as well as its regular 3 o'clock afternoon paper. It is in reality an extra, only, as the Standard explains, "it will have its regular hours and orbits."

FORMS are encountered once in a while which are so wide that the grippers on the press must be removed to avoid smashing the form. In order to remove the sheet from such a form, homemade grippers may be made of stout copper wire, with a loop at one end that fits over the screw which holds the grippers to the gripper bar. These homemade grippers may be made any length required.

THIS IS BICYCLE WEEK --- BUY YOUR BICYCLE NOW

Mr Strapholder- here's a Seat for You!

Put your trolley fares into the purchase of a Perfect or Dufferm Bicycle and own your Conveyance

Priced From $35.00 Up

W. MARTIN 433 Parliament St. Telephone N. 6251

Bicycle Riding Is Cheaper than Walking

When you walk you waste enough time to pay for a Bicycle in a short time.

If you ride the street cars figure what it costs, say 10 or 20 cents a day and then consider the waits on corners which in a week will amount to hours.

Save time and money, ride a

Massey Bicycle

Our range of prices will suit any pocket

R. G. McLEOD

170-181 King West

25,000 BICYCLES NOW IN USE IN TORONTO

One to Every Four Families—Ladies' Machines are in Great Demand.

A BOON TO FARMERS

Postie Boy Can Spin Into Village for Mail on "Fifth Horse"

Bicycling is certainly on the increase. This was self evident to any who witnessed the vast parade of riders who turned out yesterday to inaugurate the third annual National Bicycle week. To many it was a wonder that there are so many devotees of this pastime in Toronto. A conservative estimate of the number of wheels in use in the city, according to a prominent manufacturing firm, is placed at 25,000. Assuming that there are 100,000 families, this means that every fourth family has a wheel, and in fact there are many families using several. This is not difficult to understand when the numerous advantages which are open to the proud owner are made apparent. Parents are becoming more and more aware of the fact that there is nothing more helpful for the sturdy upbuilding of their children than this sport. Women are not slow to take up to such a degree that makers are compelled to increase their factory orders to keep pace with the increase demand. One Toronto firm, realizing that their intended stock would be soon depleted, last month placed an order with their factory for an additional thousand ladies' machines.

In answer to the call for increased production, patriotic citizens are taking up and cultivating vacant lots, many of which are on the outskirts of the city. To reach them after a day's work means that some rapid mode of transportation is necessary, otherwise the object of the day-light saving measure would be defeated. It is not an uncommon sight to see hundreds of men and women, too, wheeling their way to the suburbs, there to do their bit for the furtherance of the nation's needs.

In rural districts the increase may also be noticed. There are very few families of farmers that haven't at least one wheel, and the farmer finds that he can often put it to excellent use. Johnny, who always claims that the worst is his journey to the

---

Be Healthy Be Wise

RIDE A COLUMBIA BICYCLE

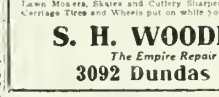
For that perfect enjoyment of pure air, healthy exercise and comfort there is nothing to equal the COLUMBIA Bicycle. You are cordially invited to visit our store during bicycle week.

Lawn Mowers, Skates and Cutlery Sharpened and Repaired. Baby Carriage Tires and Wheels put on while you wait.

S. H. WOODHOUSE

The Empire Repair Shop

3092 Dundas Street



If You Ride a **Universal** You can quickly leave the crowd behind.

The above illustration aptly demonstrates the advantage of a good bicycle. Make your trip home from business or pleasure and at the same time derive good, healthy exercise.

New Bicycles $50--Second Hand $12 Up

A. W. BLACK

1011 BLOOR W.—Phone Junct. 1668

Bicycle and Baby Carriage repairing a specialty.

$45.00 $52.00

Empress and Crescent Bicycles

My knowledge and experience with the bicycles guarantees you unequalled service.

And a full line of Accessories. I aim to please.

SPEEDS TO WAR GARDEN BY MEANS OF BICYCLE

This War Worker Won't Depend on Cars to Get Him There on Time.

CYCLING A PLEASURE

Now All the Members of the Family Want to Get Wheels

"Never before have I experienced such pleasure as when I go cycling," said a prominent business man to The Star, in the course of an orderly conversation.

"And when is that?"

"After business hours when I go to my garden in North Toronto. When the call came for greater production, I saw it was up to me to get busy and do my bit, so I bought a small piece of ground up north, and made up my mind I would become a regular farmer. The next question was, how to get there. By street car? Not much. My experience has taught me not to depend too much on the whims of a time-table. They often have a habit of not fulfilling their contracts. I found out last year that with the increased cost of everything, I wouldn't be able to keep a car, so I got rid of it. Then a happy idea struck me. I still retained vivid and pleasant recollections of days long ago when I used to ride what they called "bone shakers," so I decided to get a wheel. I got it, and I have never regretted it. Now, on leaving the office, I hurry home, get supper, and then off on the wheel to my little farm. I get there in plenty of time to get in at least two hours' work. But this wouldn't have been possible without my wheel. I not only save time, but I save money, when you take into account both fares on the city and suburban lines. Another thing I did was to rig up a sort of carry-all back of the seat. Now, whenever I find that I need something new in the line of small implements—and that is pretty frequently—I simply tie them on the holder, and there you are, no trouble or inconvenience at all. When I come home at night, and tell the kids and my wife how great the air felt, they get so enthused that they want me to get them wheels too, and take them along with me. I am going to do it, too, because I know now that there is no exercise more beneficial than bicycling."

"Swift" & "Perfect" Bicycles

from $25.00 CASH OR TERMS

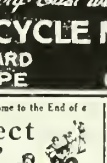
SNAPS IN SECOND HAND BICYCLES FROM $15.00 Hundreds to choose from

"A Trip East will pay you"

BICYCLE MARTIN

GERRARD & PAPE PHONE GERR. 4074

"When You Come to the End of a Perfect Day"



Open Evenings

RIDE A "PERFECT"

WE STOCK EVERY GOOD THING FOR THE BICYCLE. . .

"BE PREPARED" "CARRY ON"

Ride An ATLAS or Perfect Bicycle

The G. A. Ronan Bicycle Co. Phone A. 2613 645 Yonge St.

PRICE ONE QUALITY SERVICE THE BEST

AJAX BICYCLES

Have stood the test of time. This year better than ever. Your old wheel taken in part payment. Full line of Tires and Sundries.

GEO. E. GROVE, Prop.

335 COLLEGE STREET

THE VALUE OF THE SMALL ILLUSTRATION

Helps to Attract Attention And Arouse Interest.

PICTURES act like magic upon the mind. They attract the eye and convey the intended message at a glance, and the impression left upon the mind is deep and lasting. The importance of illustrating an advertisement is recognized. The illustration carries the message home to many people who are not inclined to take time to read a worded description. Then the illustration, too, induces people to read what is said in cold type, where otherwise they would turn away uninterested.

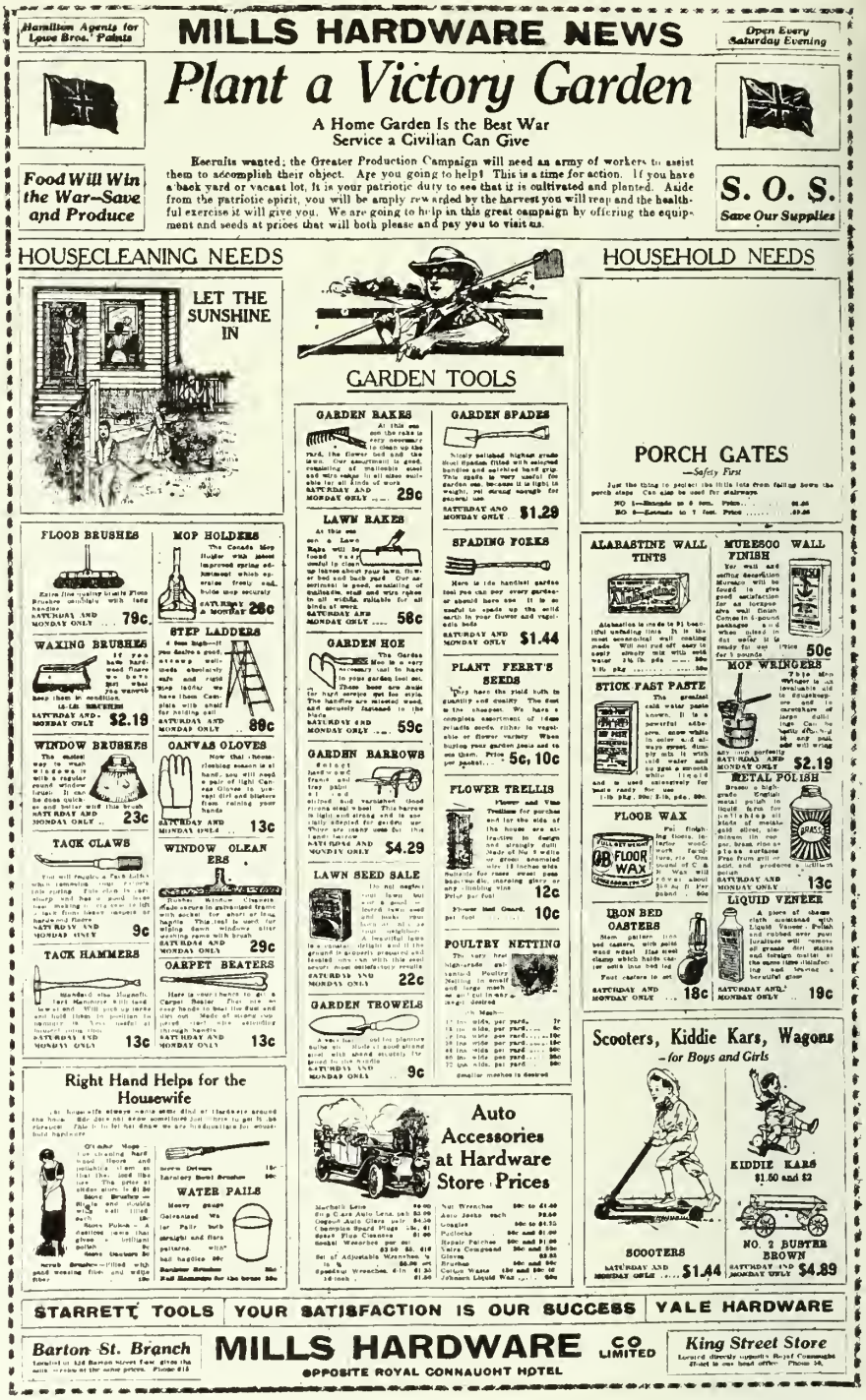
Publishers should constantly encourage their advertisers to illustrate their ads. Not only does it help the pulling power of the ad and induce larger space but it enhances the general appearance of the newspaper.

Great care must be exercised in the choice of a number of cuts to be used in an advertisement. An ad may be too profusely illustrated to be in keeping with good taste; too many cuts make an ad appear confusing in some cases. Then the choice of cuts must be appropriate to the message to be conveyed. The idea that an illustration of any kind will do, as long as it serves to attract attention, is no longer considered good advertising.

The accompanying hardware advertisement is a good example of illustrating. It is a typical hardware advertisement.

We said previously that an ad could be illustrated to such an extent as to appear confusing. Mills' Hardware is profusely illustrated but still it is well displayed The person who made the layout for this ad used skill and good taste. The balance is good. Every cut stands out distinctly and every inch of space used here invites you to stop and read. The Mills Hardware Co. of Hamilton, have made a study of scientific advertising. They have assimilated a lot of experience and know the kind of advertising that secures results. The full page display reproduced here is one of those result-getters.

Encourage your customers to run the Mills kind of ads and they will get results. The results that your advertisers get greatly determines the amount of money they will spend on advertising space.


Hamilton Agents for Lowe Bros. Paints
MILLS HARDWARE NEWS
Open Every Saturday Evening
Plant a Victory Garden
A Home Garden Is the Best War Service a Civilian Can Give
Food Will Win the War—Save and Produce
S. O. S.
Save Our Supplies
HOUSECLEANING NEEDS
HOUSEHOLD NEEDS
GARDEN TOOLS
PORCH GATES
Right Hand Helps for the Housewife
Auto Accessories at Hardware Store Prices
STARRETT TOOLS
YOUR SATISFACTION IS OUR SUCCESS
YALE HARDWARE
Barton St. Branch
MILLS HARDWARE CO LIMITED
OPPOSITE ROYAL CONNAUGHT HOTEL
King Street Store

Selling by Advertising

The Oliver Typewriter Company of Chicago, has launched an extensive advertising campaign based on a sales policy that "will revolutionize the typewriter business." This policy consists of disbanding its entire sales force of closing up its fifty branch offices, cancelling its agency agreement and turning back the 50 per cent. saving it thus hopes to effect to the purchaser in the shape of a cut price. In a word, it will sell the same machine it used to sell for $100 through salesmen, for $49 through the mail.

Stopping Fake Stories

Authors of fake Canadian news, published either in Canada or elsewhere, will have short shrift if a movement set on foot in Quebec culminates, as planned, to secure amendments to the Criminal Code. The matter is to be brought to the attention of Sir Lomer Gouin, and an endeavor will be made to secure his aid. Sensational stories recalling the burning of the town halls at Montreal and Quebec had been sent broadcast, it is claimed, and had been published even in the British Isles.

An Exclusive Paper

A newspaper has been established in Vienna exclusively in the interests of the aristocracy, the big business interests, and the members of the Upper Chamber. It is called The Political Salon and is under the direction of Count Thun Salm. It is privately circulated and copies will not be sold to the public.

In the bicycle and motor business the London *Free Press* has secured some very good business. Two pages for bicycles and another of motors appeared in recent issues. The advertisers were particularly responsive and used space quite freely. "Enjoy That Extra Sunshine Hour" was the appeal made on one page of reading, and the extent to which women were using the bike was also dealt with. The matter of delivering small parcels and papers on the wheel was also emphasized. One good ad from the *Free Press* shown here:—

THE FREE PRESS, LONDON, CANADA
BICYCLE WEEK, MAY 4 TO 11
OPEN EVERY EVENING . . . CALL AND SEE US
1842-1918—Seventy-Six Years in Business In the Same Place—1842-1918
CLEVELAND BICYCLES
CLEVELAND
Made in Canada
THE MOST POPULAR WHEELS IN CANADA
THERE ARE MORE "CLEVELAND" Bicycles sold in Canada than any other make. "CLEVELANDS" have done the most to revive bicycling throughout the country. . The "CLEVELAND" appeals to the eye with handsome lines and superior finish. Its most durable and easy-running qualities puts it in a class by itself. It is built for the hardest work and will last for years. "CLEVELAND" Bicycles are manufactured in the largest and best equipped bicycle factory in Canada, and are the products of over 25 years' experience in the manufacture of high-grade bicycles. "CLEVELAND" Bicycles are manufactured from the raw materials right in Canada by Canadian workmen and are therefore genuine "made-in-Canada" bicycles.
THERE'S A "CLEVELAND" FOR EVERY MEMBER OF THE FAMILY—FATHER, MOTHER, SISTER, BROTHER
WHO NEEDS A GOOD BICYCLE?
LADIES use a Cleveland for the out-of-door exercise
BOYS AND GIRLS need a Cleveland for errands and riding to school.
MESSENGER BOYS ride a Cleveland because it is on the job at all times.
WORKMEN ride a Cleveland to save car fare and allow them to get home for a hot dinner.
COLLECTORS ride a Cleveland because it enables them to make more calls in a day.
BUSINESSMEN ride a Cleveland to save time and get exercise not possible with a motor car.
OLDGYMEN ride a Cleveland for as exercise as well as convenience.
FARMERS use a Cleveland for quick runs to the village store.
CLERKS who are confined indoors ride a Cleveland for the exercise.
RAILWAYMEN ride a Cleveland on account of its convenience at all hours.
SMALL PARCEL DELIVERY—Retailers of all kinds use a Cleveland to deliver small parcels because it is ready day and night and the cost is low.
EVERYONE WHO WISHES A PLEASANT, EASY, HEALTHFUL AND ECONOMICAL MEANS OF "GETTING THERE AND BACK TWICE AS EASY AS WALKING—THREE TIMES AS FAST" NEEDS A CLEVELAND BICYCLE
CLEVELAND
MODEL 456—With Dunlop special tires, English saddle, Hercules brake, roller chain, frame pump, mud guards with flap $50.00
CLEVELAND
MODEL 455—Ladies' Dunlop special tires, English saddle, Hercules brake, roller chain, frame pump, mud and chain guards, nicely laced with black silk-covered cord $50.00
MODEL 458—With Dunlop imperial tires, Hercules saddle, mud guards and other first class equipment. $40.00
MODEL 457—Ladies' Dunlop imperial tires comfort saddle, mud and chain guards, same as Model 455. $40.00
Bicycle Parts and Sundries
Tires, Saddles, Pedals, Grips, Handle Bars, Bells, Horns, Gas And Electric Lamps, Pumps, Repair Kits, Tool Bags, Inner Tubes, Wrenches, Cement, Oil Cans Locks
JUVENILE
BOYS' AND GIRLS' JUVENILE—Suitable for children from 7 to 12 years, made with same quality material, equipment and finish as the larger wheels, easy running, durable, light, handsome and one which any boy or girl will be proud of. $37.50
Used Bicycles and Repairing
Large stock of overhauled wheels, in excellent condition, some as good as new, $15 to $25. Bicycle and general repairing done by competent workmen. Quick service always.
Bicycles Sold for Cash or on Easy Payment Plan—Pay While You Ride
WM. GURD & CO.
BICYCLES, FISHING TACKLE, BASEBALL, TENNIS AND ALL SPORTING GOODS
Automobile Accessories Distributors for Gray & Davis Starters for Ford Cars
Storage Batteries Repaired and Recharged, New Storage Batteries Supplied For Any Make of Car
185 DUNDAS STREET, SOUTH SIDE

The Brampton *Conservator* made good use of the "Dollar Day" idea which was used in that town recently. Copies of the *Conservator* show that the paper got the business, and got it in a good big proportion. A casual glance over the issue of May 2, two days before the Dollar Day event took place, indicates that the *Conservator* in that issue carried in the neighborhood of 83 columns of advertising matter, which means good business even for one or two insertions. It was a sixteen page issue and the advertising matter was well displayed, and the reading columns were not unduly sacrificed. On the front page of the preceeding issue appeared a rather unique announcement of the coming of Dollar Day. It was in a mortised border, giving the effect of proclamation, and read as follows:

Proclamation!

KNOW YE, all good people of Brampton and surrounding neighborhood, that I Dollar Rex, will hold my Dollar Day Merchants' Sale in the Town of Brampton on **Saturday, May 4th, 1918.** There will be great bargaining and much saving of money. Therefore I command all ye good people bestir yourselves and appear with your wives and families to receive much lasting good and benefit. I desire to make this, my second Dollar Day, the greatest shopping event in Brampton's History.

(Signed) DOLLAR REX.

Tribute to the Major

From the Brockville *Recorder and Times*—The *Recorder and Times* in common with the citizens of Brockville extends its heartfelt sympathy to Mr. and Mrs. W. H. Edwards and family in the great loss sustained by the death of Major H. H. Edwards. While he was not killed in battle, he succumbed in France, the ground of which has been hallowed by the blood of so many Canadians, including not a few from Brockville. In the ranks of local journalism he was known best and greatly appreciated. The same kindly feeling went out towards him in the military, in athletics, and in Christian endeavor. There is a Latin aphorism which pronounces in a few words a fitting eulogy for such departed ones: "Dulce et decorum est pro patria mori. "It is sweet and honorable to die for one's country."

Buys "The Gas Age"

Mr. M. C. Robbins, for the past seven and a half years General Manager of The *Iron Age* has secured control of the *Gas Age* and Brown's Directory of American Gas Companies through the purchase of the stock of the Progressive Age Publishing Co. of which he will be President and Treasurer. The purchase is made from Mr. E. C. Brown, who has been the sole owner of this property for more than thirty years. Mr. Brown, who is one of the most widely known men in the gas industry in America and Europe as well, retains a substantial interest in the busines and will continue as editor of the *Gas Age*.

The *Gas Age*, established in 1883, is a semi-monthly periodical devoted to both the technical and commercial sides of the artificial and natural gas industry, and has long heen recognized as the leading publication in the field . Brown's Directory of American Gas Companies, which was first issued in 1887, is not only a directory of the gas business but is replete with statistical data which makes it the "Moody's Manual" of the gas industry.

Mr. Robbins has disposed of his holdings in the United Publishers Corporation and will retire from the several companies in the Thirty Ninth Street Building in which he is an officer or director, in order to devote his entire time to his new property. Mr. Robbins is a civil engineer by education and served eight years on the staff of the *Engineering News*.

Election of Officers

The Chicago Women's Advertising Club at its annual meeting elected the following officers:

President, Helen E. Carter; 1st V. P., Mrs. Eliza Kleinsorge; 2nd V. P., Mrs. Clare Langan; Recording Secretary, Mrs. Irene S. Sims; Corresponding Secretary, Miss Mary Crowley; Treasurer, Miss Dorothy Nagel; Historian, Miss Grace Leiniger.

Committee Chairmen:

Publicity, Miss Elsie B. Johns; Membership, Miss Ida Pines; Program, Mrs. Eliza Kleinsorge; Social, Mrs. Florence H. Rose; Vocational, Mrs. Olivia B. Strohm; Extension, Mrs. M. E. Jones.

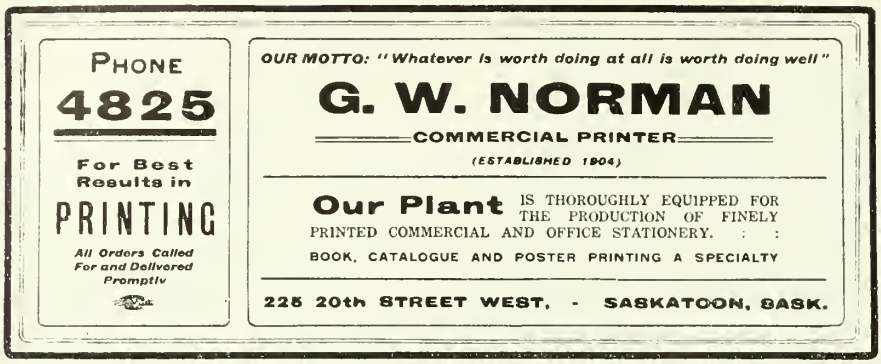
The last meeting was held at the Projection Rooms of the Mutual Film Company, where the exploits of Terry Ramsaye were shown on the screen, and Charlie Chaplin was studied from an advertising standpoint.

The club plans at a near date to go week-ending at the Sand Dunes, as "Know Chicago and its Environs" is one of the club's mottoes.

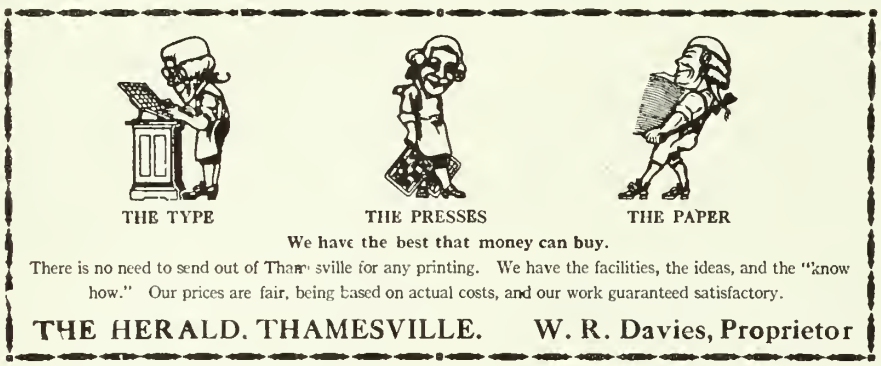
The club members participated in the recent Thrift Drive and were very successful in lining up not only pledges but in making large cash sales. They have lent their services as a club to the Women's Committee for War Savings.

SOMETIMES it is desired to erase printing ink from parchment, a single sheet of which costs from fifty cents to a dollar. The erasure is best made by rubbing the print with chloroform and scraping with a spun glass eraser. This is much more effective than art gum, rubber or emerald-green erasers.

BLOTTERS ARE STILL A POPULAR WAY OF ADVERTISING PRINTING


PHONE
4825
For Best Results in
PRINTING
All Orders Called For and Delivered Promptly
OUR MOTTO: "Whatever is worth doing at all is worth doing well"
G. W. NORMAN
COMMERCIAL PRINTER
(ESTABLISHED 1904)
Our Plant IS THOROUGHLY EQUIPPED FOR THE PRODUCTION OF FINELY PRINTED COMMERCIAL AND OFFICE STATIONERY.
BOOK, CATALOGUE AND POSTER PRINTING A SPECIALTY
225 20th STREET WEST, - SASKATOON, SASK.

Blotter issued by G. W. Norman, of Saskatoon. A little too much rule work has been put on this and it would be just as effective without it. However, the blotter conveys the intended message, viz., that G. W. Norman does printing, and his 'phone number is 4825. The original is in red, blue and green.


THE TYPE
THE PRESSES
THE PAPER
We have the best that money can buy.
There is no need to send out of Thamesville for any printing. We have the facilities, the ideas, and the "know how." Our prices are fair, being based on actual costs, and our work guaranteed satisfactory.
THE HERALD, THAMESVILLE. W. R. Davies, Proprietor

A bright blotter in red and green sent out by W. R. Davies, of the Thamesville "Herald." The message is short, the general appearance snappy, and the job could be turned out in short order.

1918 APRIL 1918
SUN MON TUE WED THU FRI SAT
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30
Stationery & Loose Leaf Forms
Just a little more than you pay for
THAT'S WHAT WE GIVE YOU, in the Personal Interest and Pride we take in the work we do, in the destinctive quality of workmanship, in the neatness and attractiveness of our finished product.
THAT'S WHY WE SOLICIT YOUR TRADE
The Service Press
Phone 335
HIGH CLASS PRINTERS
Pembroke, Ontario

The "Service Press," of Pembroke, Ont., does good work, and apparently follows the system of a new blotter every month. The reading matter on the right is perhaps just a little cramped, but the general effect is neat.

English Writer Expelled

Robert Dell, for more than a quarter of a century Paris correspondent of the Manchester Guardian, was put on the train for Harve, en route for England, having been expelled from France as an objectionable person. The *Journal*, which sympathizes with Dell, expresses the opinion that the decision of the Government evidently was due to Dell's recet correspondence on the debate in the Senate and the Foreign Affairs Committee concerning the roles of MM. Poincare and Ribot in the peace negotiations in 1917. Dell whose intimates always have been leading French internationalists, including such men a Anatole France, Bertram Russell and Romaine Holland, has been notably radical in his ideas.

Carved the Editor.

The Baldur, (Man.) "Gazette" says:—"An apology is due readers of the Gazette for its non-appearance during the past few weeks, and it is hereby tendered. On Friday March 28th, ye editor was ordered to Winnipeg General Hospital by Dr. Cleghorn in his most autocratic manner, to undergo an operation for appendicitis, and of course, "needs must when —— Dr. Cleghorn drives." On arrival Dr. Brandson took charge and about midnight removed the offending part of the anatomy and for eighteen days I was lying in state on a meat stand with the head raised a foot and a half like a defunct potentate. It is a sad thing for an editor to be without an appendix but I rejoice in the fact that I still have power to issue a supplement which is a fairly satisfactory substitute. Being alone in the *Gazette* office, on receipt of Dr. Cleghorn's ukase, I had no option but to suspend publication, but from now I am in hopes that publication will proceeed as before."

The Editorial Page

James Gordon Bennett, the late proprietor of the New York *Herald*, had at one time peculiar ideas concerning the editorial department of his paper. Some years ago he appears to have come to the conclusion that the editorial page in a newspaper ought to have no more opinions than a stock market ticker. So for awhile the editorial page of the New York *Herald* was not more important than that of a weekly newspaper published in the wilds of Oshkosh. Mr. Bennett realized that he had made an error, and to-day, although the editorial space of the *Herald* is considerably smaller than that of perhaps any other first-class newspaper published on this continent it is important. It is fearless, and it is clever, and is obviously prepared by able men.

The Honor Roll Grows

Toronto Globe:—To the home of Hon. George P. Graham has come that fateful message from the front which has already entered hundreds of other Canadian homes upon the national honor list. The only surviving son has given his life for his country in the cause of freedom. Captain W. N. Graham, who volunteered his services in the early days of the war, was severely wounded in action on Wednesday last. News of his death followed on Saturday night. Captain Graham leaves a widow and two little daughters.

Deep sympathy based upon poignant understanding will be extended to the hereaved from every stricken home in the Dominion. But in the mourning there is solemn pride. The young men who heroically make the supreme sacrifice in this titanic struggle for human liberty do not give their lives in vain. No death is nobler; no end more glorious.

Canadians may differ on political convictions. They may not see eye to eye even in matters of war prosecution and war policy. But these differences should never lead to thoughtless and cruel comments. The patriotism of public men like Hon. George P. Graham and Hon. Frank Oliver has been proved by the profound test of humanity's greatest sacrifice. They have given their boys—their only boys—in the service of their country.

THE SELLING POWER OF A SUGGESTION

How It Helps the Advertising Solicitor to Develop New Business.

By H. A. NICHOLSON, Printer and Publisher

RIGHT here let us define what we mean by the title of this article. It has nothing to do with science, hypnotism, or religion. The power of a suggestion in this case has to do with advertising — with business building — with an idea which will sell space in the paper where otherwise no space would be sold. We will endeavor to show how a prepared advertisement can be taken to a prospective advertiser and sold where ordinary solicitation to sell space would fail.

Every periodical publishing house, of any consequence, has an advertising service department. The value of preparing an advertisement is well appreciated by them. It is the very backbone of their selling force. But the value of an advertisement suggestion is not so well appreciated in the daily and weekly newspaper field. Yet it is there. Probably not to the extent that it obtains in the magazine and trade paper realm, but there are undoubtedly times, many of them, when a suggestion could be used with tell results.

Brown — we'll call him that—runs a big and successful store in your town, and every town has its Brown — several of them. Brown is doing a highly prosperous business — in spite of the fact that he does not advertise. For this very reason he fails to be convinced of its benefits, and it is for this very reason that you, too, are especially anxious to get him into your paper. For you like to have the prosperous merchants in your advertising columns.

You have probably appealed to Brown in every way, shape and form, you could originate. But have you tried to prepare suggestion ideas? Have you an advertisement prepared about the size you think Brown should take in your paper, along the lines adapted to Brown's business? If you have not tried this modern method of selling advertising space, try it with Brown. The power of a suggestion has been proven in other cases. Why will it not make good in the case of Brown? Here is an example of its pulling power

In company with a good solicitor and salesman of advertising space, the writer went to see the head of a very large concern whose business in the way of advertising space was such as to be considered of the extra preferred order, and well worthy of every attention. There had been some trouble in the dealings between the publishing house and the company in question, and there was tendency on the part of the buyer of space to discontinue the campaign in this particular paper.

The solicitor knew his business. He was ready for just such a case. He had not gone out to meet his customer without preparation. He did not rely on past experience to help him out, nor did he content himself with a general talk on the merits of advertising, and the extent to which other firms in the same line were conducting campaigns. He recognized, and rightly to, that the man to whom he was talking knew just as much about that as he did himself. The way he went about the thing was neat, and worthy of being passed along.

He had his plan of attack all worked out before he ever went to that office. He didn't waste time talking about the weather, and he didn't even tell a story. He got down to brass tacks as soon as possible because the man he had come to see was a very busy person. He mentioned a few special features that were being introduced in the paper that would make it more valuable and more readable; he gave a couple of instances where direct results had been secured, and he told the customer that he sincerely wanted to have his business represented in his paper, because it was not a complete buying directory without it. The whole thing did not occupy any more than from five to seven minutes. The salesman did not wave his hands, nor thump the desk. It was simply a direct, quiet business talk. When he was through he pulled from his grip his advertising suggestions. In this case they were very near the finished article. Drawings and reading matter had been pretty well filled in, and the effect was almost the same as the printed page would give it. The work had been well done. Study had been given to the line of business. Their own circulars and catalogues had been consulted. The suggestions were neatly bound.

The buyer did not say that he would take them home and look them over, or that he'd consider them when he had more time. He was interested right then and there and carefully looked them over. The thing that caught his attention and interested him was the positive suggestion in the matter submitted to him. He knew what the finished article would look like on the printed page. It appealed to him because it was about his business. Those suggestions were taken up with the directors of the concern when the advertising campaign was considered a few days later, and

Men and Boys Can Be
Well Clothed at Browns
for a Very Moderate Sum
Men's Suits from $15 Up
Boys Suits from $4 Up
Ladies Come Here
for Your New Suit
Summer Millinery at a Big Saving
Brown's Values
Take You Back to
the Times Before
the War
Brown & Company Limited

Here is an effective advertisement suggestion suitable for a newspaper. It is easily and quickly prepared. It is not necessary to get in touch with the prospect, or in any way secure "inside" information on his line of goods to include such matter as this suggestion contains. It can easily be gleaned from a careful scrutiny of the prospect's window displays and general information the ad writer may have of the prospect's store. Prices may be incorrect, but these like any other details are easily changed. In fact the whole suggestion may need changing to suit the prospect, but once you have his interest aroused to the point where he discovers errors you have succeeded in paving the way for successful business.

although no results came right away, business will surely follow in a few weeks from now. The whole thing was this: The salesman had a definite idea to sell, not simply an address to give nor a tub to thump.

Brown of your town presents no harder proposition than the man in the concrete example quoted above. You can win Brown over in the same way.

Then there is another prosperous merchant in your town by the name of Smith. Smith is a regular advertiser. He takes a four-inch single column space on your back page. He is important enough in business life of your community to be running an eight-inch double column ad. or more. Treat Smith as we have suggested in the case of Brown. Study his business, then prepare an attractive layout and a strong piece of copy and place it before him. Show him what a big and attractive ad. looks like. You will find that his interest in advertising has been developed 100 per cent. Smith, who always met you fifty-fifty in your arguments favoring advertising will be tongue-tied under the influence of the power of a suggestion.

The preparation of a suggestion is not a difficult task. In some big publishing houses it is the custom to prepare a suggestion complete in every detail. In most cases in the newspaper field this is impracticable It is next to impossible to know what particular line Brown or Smith could advertise to the best advantage in your paper and you may not know enough about their goods to talk intelligently.

You could not go to your prospect and ask him, for you wished to spring your suggestion as a surprise. But here is what you could do. You could give him a skeleton layout which would suit the purpose very well. Such as draft herewith illustrated. You might venture to put in headings and introductions in your suggestion following a careful investigation, as far as it is possible, bearing on the nature of the lines Brown or Smith sells. An illustration or two helps wonderfully. It is in fact the winning feature of any suggestion if appropriate If you maintain a cut service connection, illustrating is made easy. A pair of scissors, a paste pot and a brush is all you require to effectively illustrate your suggestion. If you are not handy at lettering, get your headings and introduction set in type in your composing room, have a proof pulled, and then trim neatly and paste on to the suggestion.

The preparation of an advertising suggestion is a highly developed part of magazine publishing businesses. There is no reason why the power of a suggestion could not be used to more frequent advantage in the newspaper field, too.

You may say that its economic value is questionable. That was also said in places where it is now an indispensable practice and of undisputed value. It may not be practicable in all cases but there are many instances where an advertising suggestion could be used to highly profitable advantage.

Good advertisements are often prepared with crayon or pencil, but ink is always preferable.

Many advertising solicitors are not very well up in the art of preparing ads for the space they wish to sell. This is surprising, yet it is only too true.

There is not much doubt but all advertising men should be qualified in this department of their work. It is the keystone to successful space selling. If you are an advertising space seller give this end of the work a little practice. It may be too much to expect you to be an illustrator, but there's nothing to stop you being an efficient copywriter, layout man and letterer. Any man who can wield a pen or pencil with ordinary facility can with a little diligent practice perform feats in lettering, layout work and copy writing that will startle many a dead prospect into a live and willing advertiser.

DO PRINTERS PRACTISE WHAT THEY CONSTANTLY ADVISE OTHERS TO DO?

By H. E. M., Toronto.

Toronto, May 13th, 1918.

IN writing an article or advertisement, making use of "Blowing your own horn," the very first thing that comes to the mind of the average man, is, "Stone Age Stuff." Correct—if you do not blow an entirely new melody and a pleasing one that appeals to the overtaxed brain of the business man in the way of satisfying financial results. However, this article springs from a letter that came to the writer's desk to-day—here it is is:

"We recently suggested to Monotype owners that they take a small dose of the medicine which they urge others to take —that they advertise their own business just a little. Our suggestion has had some excellent effects.

"So many Monotype owners still overlook the opportunities to build a more profitable business by "tooting" their own horn that we cannot refrain from again urging the big things that can be accomplished by a little judicious advertising of YOUR ability as a printer; YOUR facilities; YOUR capabilities.

"All through your printing career you have advised others to use printer's ink to boost business. Did it never occur to you that a little self-applied advice would surely add to the money in your cash drawer?

"What would you think if the biggest department store in your town invested thousands of dollars in a line of fine dresses and then neither put them in a show window nor advertised them?

"If you should advertise to the buyer of printing in your town that you have good equipment; that is the same equipment used to produce his best books and magazines; that his Standard Dictionary and Encyclopedia Britannica were composed by it, and other such facts don't you think he would likely call you up the next time he wanted to use printer's ink?"

The letter goes on further, making direct suggestions and offering certain ideas, cuts, etc., to customers, upon request. The general idea is volumes in itself for the following reason:

Printers, taken as a whole, are great believers and boosters of advertising—for the other fellow—but do they practise this belief to the extent that they preach it for others? We think not, and this applies particularly to the smaller plants although it "fits" many of the larger ones very nicely. If you have any doubt about the truth of the above statement, just take a look around at the "advertising" your own home town printer is doing for his business. I know many plants, the only advertising they have being a small, very unattractive sign painted on the door, partly rubbed off through age, or a card printed by themselves. Some of the signs give the name of the plant, others just "printing." I also know of one fair sized plant which had no signs whatever.

Referring to the smaller plants, weekly paper, small daily paper, or job office; it has been my experience that printers who have weekly, small daily, or job office, call on the various merchants in the town and expound freely the value of advertising in its various forms. The merchants in the town usually display a large sign in the front of their stores, telling the people whether it is a grocery or dry goods store. Does the printer do this? Does he advertise his business to that extent? Some do, but many others do not. Does the average printer consider that because he is in the advertising business, he does not need to advertise? He may get out a blotter once in a while, or a telephone pad that goes to the townspeople, but what of the visitor in town who wants some cards in a hurry or some other job. He is forced to spend a part of his short day in trying to locate the printer, because his printer does not advertise his place of business properly.

Does anyone ever have any difficulty in locating the moving picture shows in a town? No! Why? Because the proprietor realizes that his profit depends on his ability to advertise his business adequately and he does it.

The printer, on the other hand, is usually long established in the town, and all who reside therein or thereabouts know where the printing office is, and that seems to meet most of his advertising demands and is about the extent of his advertising enthusiasm as far as his own plant is concerned. Should that attitude be maintained by the smaller printers? We don't think so. The more he advertises his paper and printing business and his equipment, the larger and more attractive his sign outside, just that much more will his influence be felt, not only in his own town, but throughout the countryside.

When a merchant becomes an agent for some large concern or places a new brand of tea or coffee on the market, what does he do? He advertises it, as well as he knows how broadcast. Just so should a printer advertise the fact that he has increased the capabilities of his plant by adding various equipments. He has ample facilities and usually knows how and because he has all the requirements he seems to lose sight of the intrinsic value of the advertising of his own business.

THE PASSING OF JOHN ROSS ROBERTSON

Founder of Toronto Telegram Died on May 31

SELDOM does it fall to any man to be so intimately known and so well known by those who are strangers to him as fell to the lot of the late John Ross Robertson. He was referred to as "John Ross Robertson" by thousands who did not know him—in fact had never seen him. They knew *of* him.

The death of J. Ross Robertson was a larger loss than the passing of a successful journalist. He measured up to the opportunities that confronted him, and more—he went aside to seek avenues where the benevolence of his heart could find expression, and where the impress of good could be placed to do battle against the tortures of disease and infirmity.

John Ross Robertson, founder, publisher and proprietor of the Toronto *Telegram*, died at his home in Toronto on May 31, 1918. He was born in the same city on December 28, 1841.

He had returned on April 12 from Florida, apparently benefited by the trip there, and attended the meeting of the Publishers' Association in New York a few weeks after.

He was in the city editor's room at the *Telegram* two weeks before the end came, May 17 being his last appearance there. A day or so after traces of pneumonia were in evidence, and their development was quite rapid and certain. Even as the end approached the thought of J. Ross Robertson turned to his beloved Sick Children's Hospital, and as late as May 20 he signed his last benevolence in the form of a cheque for $111,000 to clear the debt from that institution.

Deceased was the eldest son of the late John Robertson, wholesale drygoods merchant, Toronto, and Margaret R., daughter of Hector Sinclair, Stornoway, Island of Lewis, Scotland.

He was born in Toronto, and educated at Upper Canada College. While still there he occupied his spare time in acquiring a knowledge of the art of printing. From a little office which he equipped at his father's house on John street he published a small paper called *College Times*, dealing with the affairs at the school. He seemed to have developed a bent, even at that early age, for publishing, and several similar ventures are attributed to him. He also was a familiar figure in early days around the old *Christian Guardian* office, where occasionally he used to work off odd jobs, the composition of which he did in his own office; in the *Globe* office, where in 1859 when opportunity offered he sometimes used to feed one of the Hoe single cylinder presses when printing the inside pages of the four-page *Globe;* in the *Leader*, where he at times worked off on a small job cylinder Hoe press the *Grumbler*, the weekly that he issued in 1860, in which year he equipped a newspaper and job office, and issued the *Sporting Life*, the first sporting paper in Canada, devoted to athletic sports, and subsequently continued the publication of the *Grumbler*, a weekly satirical paper, at one time edited by

THE LATE JOHN ROSS ROBERTSON

W. J. Rattray, W. A. Foster and the late Chief Justice Thomas Moss.

IN DAILY JOURNALISM

He worked in 1861-3 on the reportorial and advertising staff of the *Leader*, when Charles Lindsey and Charles Belford were editors, and Ephraim Roden city editor, continuing at the same time the management of his printing office. He also issued for a year Robertson's *Canadian Railway Guide*, the first of its kind in Canada, and in Dec., 1863, joined the Toronto *Globe* staff as city editor, in April, 1866, becoming one of the founders of the *Daily Telegraph*, a journal that had a high reputation among the newspapers of Canada. Owing to political complications it ceased publication in 1872.

When the *Daily Telegraph* ceased publication Mr. Robertson went to London, Eng., in the interests of the Toronto *Globe*, and on returning assumed business management of the *Nation*, edited by Prof. Goldwin Smith. In 1876 he founded the *Telegram* on the slogan of "a cent a word and a cent a copy," and the paper enjoyed the rare distinction of paying from the start.

In Masonic circles his wholehearted enthusiasm was felt in every office he held. He never did anything without putting into it energy sufficient for its complete accomplishment. He was also an ardent Orangeman, joining the order in 1860.

His interest in maintaining a close and intelligent connection with British affairs caused him to establish a British news service for his own paper, which he turned over to the Canadian Press at a subsequent date.

His gifts were numerous, and were made with remarkably good choice and judgment. He gave where a gift would help some one who needed help. His contribution of 4,000 Canadian historical pictures to Toronto public library, his gifts to supplement the ambulance system, his unselfish interest in amateur sport, are all well known, but it was in the Hospital for Sick Children that he found full scope for his generosity. To that institution he was more than a mere benefactor. He was a father to the little sufferers who were brought there, and as strength and curing took the place of weakness and disease he had the greatest reward that any man could wish.

His public life was unique. He sat for East Toronto in 1896-1900 in the House of Commons as Ind. Conservative. In 1917 he refused both a Knighthood and a Senatorship—an unparalleled event, as the refusal of both took place on the same day.

Letters and messages have come to his widow from all parts of the world.

The tributes that have appeared in the Canadian press have well set forth the appreciation they felt for John Ross Robertson. He has left a monument greater and more lasting than shafts of stone or tablets of marble—his was the full-orbed citizenship and the stewardship of which the steward need not be ashamed.

WHAT THE C.P.A. PLANS TO DO THIS YEAR

Outline of Proceedings at 60th Gathering.

ALTHOUGH there may be slight changes made in the programme outlined below, they will not materially affect the plans now proposed for the carrying on of the 60th convention of the Canadian Press Association, which meets in the King Edward Hotel, Toronto, on Thursday and Friday, June 13 and 14. A meeting of the board of directors will be held on the day previous to the gathering, June 12. The draft programme by days is as follows:

THURSDAY, JUNE 13

10 to 11—Session of General Association in Banquet Hall.
President's address.
Reports of board of directors, treasurer, auditor, manager, paper committee, labor committee, advertising committee, postal and Parliamentary committee, circulation committee.
Obituary references.
Appointment of resolutions and nominating committees.
11 a.m. to 1 p.m., and 2 p.m. to 5 p.m.—Section meetings in the following places:
Daily section in Room G.
Weekly section in Banquet Hall.
Trade and class section in Room F.
5 p.m. to 5.30 p.m.—Annual meeting of Ontario and Quebec division in Banquet Hall.
8 p.m.—Session of General Association in Banquet Hall.
Addresses by Hon. T. A. Crerar, M.P., Dominion Minister of Agriculture, and Hon. Dr. Cody, newly appointed Minister of Education for Ontario.

FRIDAY, JUNE 14

9.30 a.m. to 1 p.m.—Section meetings in the same rooms as indicated above.
2 p.m.—Closing session of General Association.
Report of daily, weekly and class and trade sections.
Amendments to the Constitution.
Reports of nominating committee.
Election of officers and committees.
Appointment of auditors.
Appointment of representatives on Canadian National Exhibition board, and on the Central Canada Exhibition board.
New business.
Adjournment of meeting.

THE DAILY SECTION

There are a large number of topics coming up for discussion by the members of the daily section. On Thursday morning they will, as soon as preliminaries are over—and they will be short—tackle the advertising problem, having special reference to the relation to the recognized agencies in the Canadian Association of Advertising Agencies. A discussion will be lead by W. J. Taylor. The matter of relationships with the agencies will be taken up in considerable detail. Frank Adams of the London *Advertiser*, will deal with "Promoting Press Advertising Through Aggressive Co-operative Effort —How It Can Be Done, etc.," leading the discussion along these lines.

In the afternoon from 2 to 3.30 there will be a conference with representatives of the Canadian Association of Advertising Agencies. At 3.30 there will be a discussion in which all classes are interested, "The Promotion of Local Advertising." This will be handled by a representative of the metropolitan daily, of the medium city daily and of the small city daily.

On Friday morning from 9.30 to 10 members of the A.B.C. will discuss matters of common interest. 10 to 11—Report of special paper committee, and discussion on same. 11 to 12—"Circulation." 12 to 1—"Editorial Topics."

THE WEEKLY SECTION

On Thursday morning following the chairman's address, the three main divisions, advertising, circulation and job work will come up for discussion, and for each topic there will be a chairman to keep the discussion on the point and to offer suggestions. The chairman will be as follows: Advertising: W. R. Davies, of the Thamesville *Herald;* Circulation, Louis Blake Duff, Welland *Telegraph;* Job Work: W. A. Fry, Dunnville Chronicle.

Report of special paper committee, including representatives of daily and weekly sections, and discussion on same. 3.30 to 5—Conference with representatives of the Canadian Association of Advertising Agencies, a gathering in which the weekly men will be greatly interested. Special topics will be introduced, including bookkeeping for the small office, records for subscription, advertising and job work. The advice given by the ready-prints will also be taken up. Following this, W. R. Davies will deal with the matter of promoting press advertising through co-operative action. Circulation matters will also be discussed, and special reference will be given to the $1.50 a year campaign. In this connection it may be mentioned that there are now 400 weekly and semi-weekly papers at that figure or over it.

TRADE AND CLASS SECTION

The matters taken up by the trade and class section will be those having a special bearing on the businesses to which they have special application. On Thursday there will be a conference with the advertising agencies, and several interesting points will be dealt with. There will also be the report by the paper committee, and following this there will be a discussion of the flat papers generally, especially the book sorts. H. V. Tyrrell, of the MacLean Publishing Co. will introduce the subject of the "Aggressive Promotion of Press Advertising Through Co-operation." A discussion along these lines will follow. Circulation and advertising topics will also be discussed at some length.

To the Daily Section

The 1918 convention of the Canadian Press Association, Inc., is the fourth since the beginning of the great war, and the problems that will confront the daily publishers are largely those that arise from war conditions. These problems are so pressing that it is hardly necessary to enumerate them, for there is not a publisher who is not aware that during the past four years his expenses have been growing faster than his receipts. Some publishers have already taken steps to meet the new conditions by increasing their subscription and advertising rates.

L. H. DINGMAN

Chairman Daily Section of the C.P.A.

The increase in subscription rates, noticeably large in some instance, has in no case been too great. The daily newspaper continues to be the cheapest thing sold to-day. The prediction recently made that the average daily will yet be sold for fifteen cents a week or $7.50 a year is not far from the realm of fact, for it is already in sight. A man who pays 15 cents night after night to see a picture show or for a cigar is not going to begrudge that sum weekly for a modern daily newspaper. I am of the opinion that the financial problems of publishers must be solved to a greater extent in the subscription department. A fair subscription price for a newspaper, the elimination of waste in various directions and the adoption of payment in advance or the next thing to it is what we are all coming to. It is reported that twelve hundred newspapers ceased publication in the United States during 1917. The figures for Canada are not at hand, but the suspensions are quite numerous. War conditions and the survival of the fittest are working hand in hand.

L. H. DINGMAN,
Chairman Daily Section.

Bruce Press Association.

A MEETING of the Bruce Press Association held at Walkerton on May 24th was largely attended. The question taken up was how to secure more national advertising for the country weekly. The discussion tended to show that the national advertiser had overlooked a medium which would be beneficial to him in increasing his business if greater attention was paid to a campaign in the weekly newspapers. A committee, composed of the president, J. J. Hunter, E. Roy Sales, D. McKenzie and Lorne A. Eady, was appointed to proceed with an educational campaign along these lines.

A committee composed of Lorne A. Eady, J. A. Wesley and D. McKenzie was named to draft a new job rate card.

It was decided to meet in October at Hanover, where the members of the Grey County press will be asked to attend.

Those present at the meeting were, Wm. McDonald, M.P.P., Chesley *Enterprise;* Miss M. L. Fairbairn, Teeswater *News;* H. A. Vandusen and J. R. Vandusen, Tara *Leader;* A. Logan, Wiarton *Echo;* J. A. Wesley, Bruce *Herald and Times;* Lorne A. Eady, Walkerton *Telescope;* E. E. Shortt, Southampton *Beacon;* E. R. Sayes, Port Elgin *Times;* J. J. Hunter, Kincardine *Reporter;* J. Rogers, Kincardine *Review;* D. McKenzie, Paisley *Advocate.*

The Premier Company

Widespread comment throughout the trade has attended the initial announcements of the Premier Printing Machinery Company, a new Massachusetts corporation with its main offices in Boston, Mass. The three parties to this consolidation represented not competing lines, but three distinct classes of machinery. The Whitlock Company has for many years manufactured the two revolution presses which have been known to the trade under the name Premier, which has been retained as the title of the new concern. The Potter Company is prominent by reason of the lithograph offset and tin printing presses which have borne that name. They have also been recognized factors in the field of special printing machinery. And the United Printing Machinery Company, whose former headquarters have been made the offices of the Premier Company, have been known principally as the patentees and builders of automatic feeders and the U. P. M. Vacuum Bronzer and sales agents for the Chapman Electric Neutralizer. One of the leading accomplishments of the last named company, however, is the All-size Sheet-feed Rotary Press which is in successful operation in the production of important magazines and miscellaneous printing. It is understood that the Premier Company is about to announce extended activities in connection with this automatic machine and the U. P. M. feeders. Branch offices of the Premier Printing Machinery are established in New York, Chicago and San Francisco as well as at intermediate points and plans are on foot for the opening of a branch at Atlanta, Ga., from which the Southern trade will be covered. All the products now designated "The Premier Line" will be distribubted by a sales oranization known as the United Machine and Press Company with main offices and branches in the same locations as those of the Premier Printing Machinery Company.

WATERPROOF AND ROTPROOF PAPER

REMARKABLE qualities are possessed by Dux waterproof and rotproof paper. The uses to which a really waterproof and rotproof paper can be put are innumerable, and the need for such an article is quite urgent. Tests of the most drastic kind have been placed upon the paper so treated, and it has withstood everything demanded of it.

In the "Green Dux Rotproof Process," the cellulose of the paper unites chemically with the proofing liquor and acquires new properties, and except that it is slightly green in color, it has the same general appearance as before, but is now absolutely rotproof and waterproof. In fact, an experience of 40 years shows that it is practically imperishable in conditions of damp and mildew.

To demonstrate this, it has lately been tested in India during the "rains," and in the haunts of ants, against which so little is proof. Samples of paper of various thicknesses were placed on the ground. Some were half buried in damp soil, and others were placed near white ant hills. Untreated and treated samples were disposed side by side for comparison as to the results. After three months' exposure to these conditions, the specimens were examined. In every case the untreated samples had disappeared. Damp and white ants together had cleared off every particle. Even where the white ants had not been able to get at the paper, the samples had completely rotted away. The treated specimens, on the other hand, were all intact. In the case of very thin paper, an occasional fine hole was discovered, which only went to show that the white ants, which devour almost everything except stone and iron, had made an attempt to attack the material, but had been foiled. In the case of the thicker specimens, there was no change, whatever. Only those who have lived in Bengal in the "rains" can understand how severe this test was.

These results naturally suggest the many important uses to which the Dux paper might be put. Export packing, damp walls, underlining carpets and linoleum, covering boards under slates, lining between boards, are a few of the purposes to which it might be put. By the Dux process, paper can be welded into different thicknesses, such as 2-ply, 4-ply and even 8-ply. The latter is, of course, an exceptionally tough material. Further advantages are that Dux paper contains no acid, has no smell, and is a nonconductor of heat and electricity. In fact it is extensively used in electrical works in various ways as an insulator. A remarkable use to which the paper was put in pre-war times was the making of polo goal posts.

—Cesare in New York "Evening P.s."

THE LOST CHORD

Printer & Publisher

Published on the First Wednesday of Each Month

H. A. NICHOLSON - - - - - - Business Manager
A. R. KENNEDY - - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

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Advertising When Trade Is Not Needed

GENERALLY a firm advertises when they want to secure more business. Large amounts of money are laid out in local and national campaigns with the idea of familiarizing the public with certain lines of goods.

The value of this method has been proved so often and so conclusively that it can be accepted as a fact.

But when the business has been secured, when the goods have found their way into the homes of the people, there is often a tendency to let the advertising slide—to use half-pages instead of the old whole ones—to advertise at intervals instead of continuously.

A good example of the reverse of this has come to our notice. It is on the outside back cover of *Canadian Grocer*, and is an appeal from the Lake of the Woods Milling Co., Ltd., to the retail grocery trade of the Dominion, the top line reading, "We Ask you to Sell LESS Flour."

The advertising points out the need of the fullest co-operation with the Food Controller, and urges grocers to do their part in trying to point out to customers the necessity for economy at home in order that the forces at the front may be supplied.

The company has all the business it can handle, and yet it uses full pages to tell people the need for going easy on the flour supply, and naming many substitutes that can be employed successfully to do this.

Too many firms make the mistake of thinking that the public mind is of adamant, and that once their advertising campaign has been carried to the point of making an impression on the public mind it will remain for all time to come. It will do no such thing.

The Lake of the Woods Milling Co. see the advisability of advertising even when they do not need business. They are keeping their name and ideals before the consumers of the country, and protecting themselves against the time when, under normal conditions, they will once more be in open competition with other firms selling a similar line.

The Writing of Local History

READING in one of Ontario's weekly papers the obituary notice of a prominent resident who had just passed away, one could hardly help being impressed by one small sentence near the end of the article. The subject of the sketch was 78 years of age, and had lived for 62 years in the community in which he died. The sentence referred to was as follows:

"Deceased was quite familiar with the early history of the entire district, and could tell in a most interesting way of the growth and development of the community."

The question at once suggests itself: Was this local history ever recorded? The chances are that it had not been. What is true in this one case is true in many others. There are persons in every community who have been residents there for a number of years—perhaps all their lives. They are blessed with memories of a very retentive character, and they delight in telling of the things that happened forty, fifty, and even sixty years ago. They have the names of the men of prominence at that time well in hand. They can trace each separate development in any phase of the community life, and can accurately link up with it the names of the persons responsible for the progress.

The recording of this local history may seem to be a small matter. In fact it is a very real matter. Occasionally when special occasion demands it, papers get in touch with these local historians for information. What they get generally makes some of the best reading that they carry. But these events are spasmodic, and there is no connection between them. For the most part this history is never written.

And so these fine old characters, of three score years and ten, of eighty and ninety, are passing out, and with them is going a wealth of local history.

The newspaper has a great field of work right here. If you are inclined to think there is nothing of importance in your town just try it. Publish a series of interviews with the old timers. Get them to go back fifty years—use lots of names—induce them to dwell in the dim past for a few hours, and you will have material of more real local interest than anything else that can be secured.

This work could be very well followed on to completion in many places. Publish these articles in book form, and sale for them will not only be good now, but in years to come. There's a big field here that has not been very seriously developed.

A Serious Mistake Made Here

A HAND of iron is needed to deal with some of those people responsible for the furnishing of news to the public from the War Office in London. It may be that the censor is at error, and again if he is, he is probably doing the say-so of men higher up.

About the second week in May the following statement appeared. It did not come as a correspondent's guess, but as an item sent to the Government of Canada to be printed and circulated as official and authoritative. The extract follows:

"The Entente are so confident that, given the choice of a small American army for defence or of waiting till reinforced by a complete, powerful, self-supporting army, they have chosen the latter."

Read that in connection with what is happening on the Western front right now.

Following that statement, which was front-paged all over the Entente world, came an explanation that the man who wrote the statement did not mean exactly what he said.

There can be no condoning official mistakes in dealing with matters of such moment. The need for men is so urgent, the German army is so insistently strong, and the menace of defeat is so threatening, that there should be no official wool-pulling that requires an aftermath of explanation.

The Press Should Be Independent

A FEW weeks ago the Huntley Mfg. Co. was burned out in the town of Tillsonburg. The fire had hardly been put out before other places had started throwing bait to the concern to have it put its rebuilt premises in some centre other than Tillsonburg.

Now that may be a perfectly legitimate way of doing business, but there is something mighty small and repulsive in the thing too.

The town of Tillsonburg had entered into an agreement in the first place with the company, and there were obligations that would have no doubt been discharged as time went by, but which were cut short by the breaking out of the fire.

The trouble is that in this factory snatching proposition the whole chance is unalterably against the municipalities engaged in it—and yet in one way and another they keep on dabbling in it.

The newspapers of the Dominion, if they would only do so, have a splendid opportunity to help put down this practice. There are enactments against it on the statute books, but there are unfortunately more loopholes to get past them. Many papers seem to consider it good policy to support anything and everything that the group of local boosters with which every place is infested initiate or agitate for.

In the long run these boosters do not succeed. A careful analysis of their operations will show that they generally succeed in wishing on their community a legacy of increased taxes and limping industrial concerns, which prove to be very indifferent sources of employment.

As long as municipalities are prepared to foolishly wade into the open market and bid for industries, there is going to be trouble, and these municipalities are going to come out second best in the scramble.

If a newspaper is going to conscientiously carry out its work, and perform its real mission in its district, it should look at these matters fearlessly, and not simply from a local sense. Let the tub-thumping local boosters peddle their own flapdoodle.

The International Typographical Union, on advice from headquarters, refused to go on a sympathetic strike with the unions of Winnipeg. They have an agreement with the publishers, and it is some satisfaction to know that they intend to live up to it.

* * *

The turning of spring into summer is a hard matter to define. It can't be measured with a stick, nor followed with a rule. But why not accept the fact that father has carried the rubber plant out on the verandah as the official opening of summer?

* * *

It is said the making of a two-cent coin in United States has been postponed because some officials think the one-cent daily will again become a real, live street corner article. The one-cent daily paper is as dead as Caesar's ghost and few there be who are going to rush in to rattle the old bones.

* * *

The press of Canada has not forgotten the deluge of charges that it met during the last Federal elections to the effect that it had been bought up by Government advertising matter running in its columns. The *Grain Growers' Guide* of Winnipeg, recalls the incident, and remarks:

"The published figures revealing the actual cost of floating the Victory Loan show that out of total expenditures amounting to $5,000,000, only $207,000 went to all the newspapers and journals in Canada for advertising while $750,000 went as commission to brokers, $1,140,000 to canvassers, and $984,395 to bankers."

Real Facts The Best Policy

IT is almost a safe guess to say that the military do not want the censorship applied to news despatches. The whole business of censorship is at cross currents with the feelings and desires of Canadian people. No one is going to urge the lifting of the lid to the point of giving away military information of value. But the feeling of the people is undoubtedly toward a more absolute, direct and merciless telling of the naked truths.

Probably the most criticized writings appearing in print in Canada have been those of Lieut-Colonel J. B. Maclean in *MacLean's Magazine* and *Financial Post*. Open demands were made for his arrest and impeachment. And yet what a wealth of evidence can be brought to back up his campaign against a *political* censorship.

The military view is clearly expressed by General Sir Ian Hamilton, when fighting the Dardanelles campaign, on which he and his magnificent army were embarked by Asquith and Churchill in opposition to the advice of the naval and military chiefs, Fisher and Kitchener. He wrote the following protest against the political censorship to a member of the Cabinet:

"From my individual point of view, a hideous mistake has been made on the correspondent side of the whole of this Dardanelles business. Had we had a dozen good newspaper correspondents here, the vital life-giving interest of these stupendous proceedings would have been brought right into the hearts and homes of the humblest people in Britain. Instead of that I wrote cables, of which I may at least say they are descriptive as far as official phraseology will permit, and they are turned by some miserable people somewhere into horrible bureaucratic cliches or dead languages, i.e., 'We have made an appreciable advance;' 'the situation remains unchanged;' and similar —— damned phrases.

"As for information to the enemy, this is too puerile altogether. The things these devils produce are all read and checked by competent staff officers. To think that it matters to the Turks whether a certain trench was taken by the 7th Royal Scots or the 3rd Warwicks is just really like children playing at secrets."

In one district of Quebec a few days ago 60 men were called under the M.S.A. draft and 60 responded. That section of the Ontario press whose chief occupation has been the heaving of bricks at Quebec will soon be out of a job.

* * *

Enquiry in the Old Land has brought out the information that large sums have been paid to country papers for the publication of prepared articles attacking Lloyd George. This is about the meanest practice in journalism. The paper that throws its columns open, for a price, in times like these, so that disgruntled and scheming politicians may smear their mud, has a mighty poor conception of its mission or responsibility.

* * *

Not so many years ago real estate men used to be fond of telling of money that they might have made. They rolled under their tongue with great satisfaction the fact that they might have bought lots at ten dollars a foot and worked them off on some other lobster at fifty and sixty per inch. To-day much the same wails of regret come from other lines. Tin sells to-day from $1.25 to $1.30 per lb., while not so many months ago it was trading around thirty cents. Pig iron used to meet the old Buffalo price of $12.80 per ton, but at present the seller with a pen of iron pigs can pull down four times that amount. Plating chemicals now cavort at two, three and four times the old lists, while high speed steel is on a double and plus list on top of that. So when it comes to speaking of prices that were and prices that are the real estate man is simply going to get elbowed off the edge of the platform.

THE DEVELOPING OF LOCAL ADVERTISING

Sometimes the Publisher Himself is the Dead One.

By John C. Kirkwood

THE publisher of a weekly newspaper in Western Ontario is perplexed concerning how his local merchants can be induced to advertise more. His problem is that of many other publishers of weekly papers, in all parts of Canada. If local merchants will advertise more, it means a more profitable year, and a more valuable property. The big question is: How can local merchants be induced to use the local newspaper more than they are now doing?

The explanation for the small use of country weeklies in many communities by the local retailers is, briefly, that they have not been persuaded that the employment of the local newspaper is worth the money space will cost.

THE EDUCATION OF THE RETAILER

The average retailer in a country town is "slow." He is not a keen salesman—just a common storekeeper. He has too many idle hours or hours of semi-leisure, and these rob him of vim and ambition. He waits for customers to come to him. He depends on their coming to him. But he does little or nothing to induce customers' visits and to make shopping at his store a habit or attractive. He contents himself with the knowledge that he has a good stock, well bought, that he gives his customer a good service and sells goods at fair prices. But he is not a merchant.

By merchant is meant a salesman—a man who causes people to buy his merchandise—this by solicitation; a man who goes out of his store to the homes of his customers and desired customers with definite proposals. This he can do by advertising—by the insertion of his business proposals in the local newspaper or papers. But until the storekeeper becomes a merchant, he is likely to stagnate in his store.

When the local publisher goes to a storekeeper of this type, to solicit or suggest advertising, what's the use? He is soliciting a dead one. If the dead one will talk back, it is likely to be a denial of the value of advertising as a means of getting more business—this as a form of defence. At bottom it may be stinginess—a dislike to spend the money, but he is not likely to admit this as the reason.

Perhaps he will say, "I tried out your paper once, and I never could see any difference"—and perhaps he is telling the exact truth. Or he may say, "It's too much trouble to prepare advertisements, and anyway I am no advertisement-writer," and in saying this he may be telling the exact truth.

When a newspaper publisher or his solicitor runs up against a dead retailer, he is not likely to take away a contract, and he cannot even comfort himself with the reflection that he has made some impression, and that with a few more canvasses of this sort, he will make this retailer an advertiser.

PERHAPS THE PUBLISHER IS A DEAD ONE

If a dead publisher goes out to solicit a dead retailer, it is really humorous. In many cases the publisher is as dead or deader than the retailer. Go into the publisher's sanctum or office, and find out from it whether the publisher is alive. If you see a litter of old papers and files, in fine disorder, with abundant dust settled on everything, then you have convincing evidence of the deadness of the owner of the paper. If you find the owner as unresponsive to solicitations and suggestions as the dead retailers are, then it is a hopeless thing to expect that this publisher can enthuse the retailers whose money he wants. If such a publisher should go to a retailer, it would be pretty much the same as one block of ice trying to set on fire another block of ice. Publishers and retailers who are fossilizing in country towns may continue in their respective businesses, and they may devise wishes and feel desires, but they will never get what they want.

BUT IF THE PUBLISHER IS A LIVE ONE

We are assuming that the publisher who wants more local advertising and who wants it enough to solicit it, is possessed of a goodly quantity of red blood and has a purpose to get what he wants. For such a man is this article written. To such a publisher what may be suggested will have value. But let it be said that in what may be said in the way of constructive suggestions, there will be no hint or promise that the procuring of advertising can be accomplished by easy methods, or by sleight-of-hand or flim-flam tricks. What is secured—and kept secured—will represent hard work and patient work, and it will represent real intelligence.

Let's get at the bottom of things, and the bottom is: The weight of the obstacle to be removed requires equivalent man-power to shift or remove it. Which means that where resistance is met with in solicitation, the canvassing power and skill applied must be greater than the resistance. So a publisher or his representative must find out just what is the amount and the nature of the resistance, and then must exert himself in a superior way to overcome it. This is basic—and just plain, common sense. Yet not always is the problem seen this way.

THE FOLLY OF TRYING TO DO EVERYTHING

The shortest way to an objective is sometimes the longest way round. By which is meant that the publisher who wants to get his local merchants to advertise and keep on with their advertising may require to approach the retailer, to make him over, by round-about methods, and may have to employ outside help.

Goderich has been having a business revival. I do not know this town—have never been in it. I have heard that it is a beautiful place to live in, and much of the same sort. Whether or not it is—or was before its revival—a good business town, I do not know. I am inclined to think that it had a good deal of latent life, and that it has always been ambitious. But the main thing is that Goderich has been trying to put itself on the map of Canada, and perhaps of a wider area. It has been organizing a new board of trade; 400 citizens were asked to subscribe $25 each, a total of $10,000—to boom Goderich.

On the committee I saw the names of two newspaper men. I do not suppose that the newspaper publishers of Goderich started the revival, but they have helped it. I understand that a body of professional town boosters sold themselves and services to the town of Goderich. If they get 10 per cent. of their fund—and I am just guessing—then they will have not received too much for what they have done for Goderich.

Nor do I know how much Goderich mechants have advertised. But it is easy to conjecture that now, after the revival, a new spirit will possess every citizen and merchant of Goderich, and that the publishers of the *Star* and *Signal* will have more business. Let us hope that they go after it more and keep going after it, and keep on demonstrating the value of advertising.

The point of the citation of this Goderich case is: If a publisher in a town whose merchants and citizens need an awakening were to get in touch with a company of town-boosters, and could contrive by open or subtle methods to get two or three professional business revivalists at work in his town, he would be doing a very excellent thing, at somebody else's expense, to cure his town and citizens of the condition of constipation that may be its chief ailment.

RETAIL MERCHANTS' ASSOCIATIONS

I have been addressing bodies of business men—Boards of Trade, or Retail Merchants' Associations, or conventions of retailers, in various towns and cities of Ontario on the general subject of "How to Clean up Thousands in Retailing." My talk has had to do with the costs of retailing and their recovery, including a desired net profit over and above the proprietor's own salary which I have insisted he should pay himself and collect weekly. I have been before retailers in Brantford, Hamilton, Toronto, Barrie and Kingston to give this talk of mine. I should like to think that what I have had to say to retailers was useful to local publishers, for a point I have to

HERE'S A REAL BUSINESS TONIC FREE

Treherne, Manitoba, May 27, 1918.
Printer and Publisher,
Toronto, Ont.
Gentlemen:

The other day a publisher of a neighboring weekly paper paid the writer a visit. We were talking of business conditions in general, and I asked him when he was going to raise the price of his paper to the present standard rate, $1.50 per year. His reply startled me. "Never." "Couldn't get away with it." "Would lose subscribers," etc., etc.

This same publisher is paying 16 cents per quire for ready print, prints four 6-column pages at home, and carries from eight to ten columns of advertising. His sworn circulation is 600. Deducting, say, 100 for exchanges, complimentaries, etc., his gross revenue from subscriptions is around $500 per annum.

If in your opinion there are other publishers in Canada of small country weeklies, who fear this $1.50 rate bogie, perhaps my experience will be of value to them.

When I took charge of this plant a year ago, the mailing list held 900 names. Not more than 200 of them were paid up. They averaged three years in arrears. Some were fifteen years in arrears, and were receiving their paper each week. We were printing a "ready-print" paper, four pages at home, of six columns each.

After three months' warning, the subscription price was raised to $1.50 per year, promptly in advance. Last fall when our contract for ready-print was canceled, the paper was changed to a four page, all home print paper.

We are now carrying eighteen columns of local yearly contract advertising. We are giving the readers six columns of news. Our advertising rates are increased to 16 cents per inch, set matter, and 14 cents for plate matter, net. We get practically all the advertising carried by national advertisers who use small weekly papers. This week's issue contains 34 columns of advertising.

Our subscription list contains 892 paid-in-advance subscriptions, of which about 500 have paid the $1.50 rate.

Gee whizz! How can any sane publisher continue to charge but $1.00 per year for his paper in face of the present markets? And why not demand our money in advance? Isn't it the truth?

Yours truly,
R. J. RICHARDSON.

insist on is that the retailer must sell and sell and sell if he is to make the net profit that he ought to make; and that in this high effort to sell, he must use advertising to accomplish his objective.

Some publishers I have written to to solicit their assistance in getting before their local retailers have responded finely, perceiving that my desire is related to their interests and objectives; but, alas, some have never replied to my letters at all—and I thought, in each case, that I was writing live wire men.

The point I wish to make is: Publishers who have hard work to rouse their local merchants to take an interest in advertising can and should employ outside forces that will promote their objects.

MORE TRADE PAPERS

The local publisher should be really friendly to the specialized business papers that serve local retailers. These papers are all the time endeavoring to stir up the local dealer to employ advertising as a means of getting more business. But of even more value are the articles which appear in all good trade papers on the general subject of business management and larger sales.

Good trade papers are a great force in arousing retailers from their sloth and sleep, and are doing an invaluable service for retailers, and, indirectly, for publishers. It will do the local publisher good to go to the local retailers of his town and ascertain from them what trade papers are subscribed to. Then he ought to borrow occasionally copies of the representative trade papers to discover just what they are doing to make retailers more wide awake and large and regular users of local newspaper space.

(To be continued)

Death of Herbert Bland

Just as the June issue of PRINER AND PUBLISHER was going to press word was received in the city of the death of Herbert Bland, of the Canadian Linotype Company, of which his father, Thomas Bland, is the manager. Mr. Bland, according to the meagre details received at this time, was driving his car in the vicinity of Blenheim, when a mishap occurred which threw him violently to the ground. He was unconscious when picked up and did not regain consciousness, passing away next day in the General Hospital at Chatham. Deceased was well known to the publishing and printing trade throughout Canada, by whom sincere sympathy will be extended to his father and other relatives.

REMOVE STRING FROM JOBS IN SKEINS

ONLY a little timesaver, but it's worth while. When corrections or other changes are to be made in jobs, do not bother to unwind the string around the form. Simply remove it in a "skein," and hang it in this shape on a nail near the frame.

It will not tangle when handled to rewrap the job. When making alterations in a number of pages, especially in larger forms, quite a little time may be saved through removing the string coiled in the manner suggested. Compositors who have not yet tried this method would like it better than the old-fashioned plan of carefully hanking the string on the fingers.

WHEN NUMBERING SHEETS FOR BOOKS

WHEN numbering sheets to be bound in books of twenty-five, fifty, one hundred, etc., it is a saving of time and a check against error in numbering and binding to have the cardboard backs of the books (cut to size with sheets to be numbered) on the delivery board of the press.

While numbering the sheets the feeder first lays the front cover of the book on the delivery board, turns the numbered sheets face down in consecutive order, and on top of each twenty-fifth, fiftieth or one hundredth sheet, as required, lays the back of the book.

By this arrangement the job may be sent from the pressroom to the bindery to be stitched as soon as the numbering has been completed.

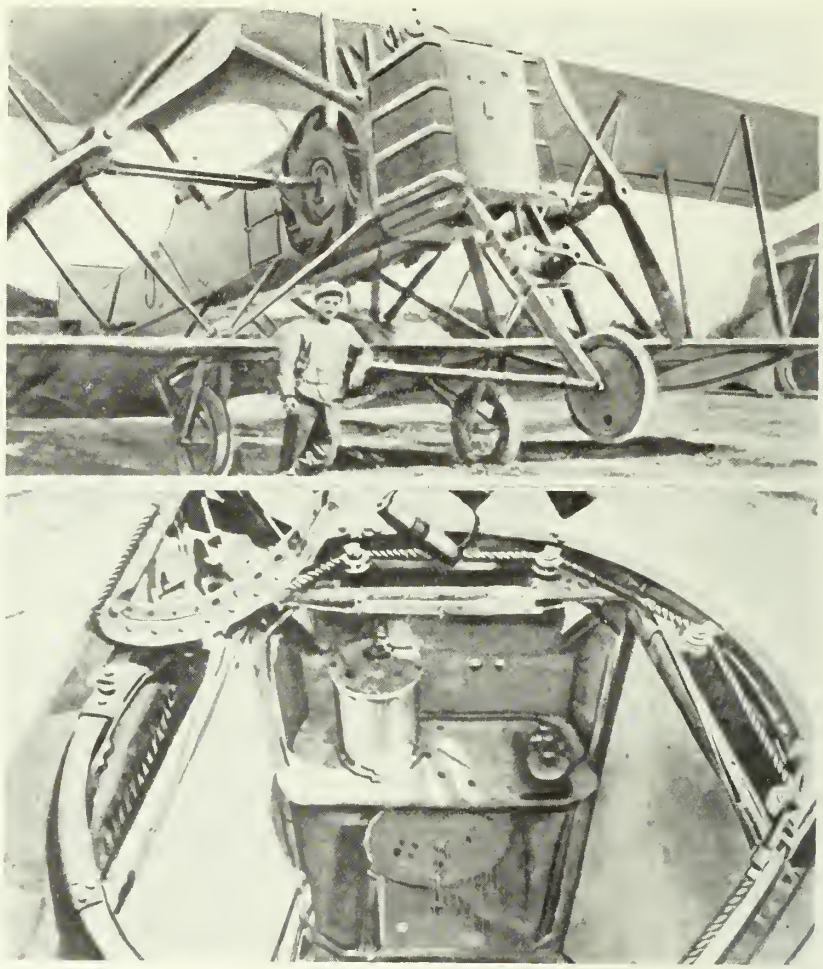
Much enterprise has been shown by newsboys in Portland, Ore., who have organized a strong club and established and equipped their own clubhouse. The Hustlers' Club, as the organization is called, recently conducted a boxing smoker, the club's share of the receipts exceeding $500. Several other entertainments have added to their fund. Most of their money, however, has come as profits on a small monthly magazine that the Club issues, known as the *Hustler*. The boys sold 6,100 copies of the last issue, and this was about its regular circulation. The Hustlers' Club has the approval of Portland newspaper publishers, who aid the boys with their magazine and their benefits. The club home has rooms for writing and reading, and a commodious gymnasium, fully equipped with apparatus and shower baths.

Current Events in Photograph—No. 2

THE EYES OF THE GUNS IN FRANCE

The accompanying photographs represent one of the type of large aeroplanes used for registering the effect of gunfire. These aeroplanes are equipped with wireless that is supplied with power generated by a small fan that is shown in the top photo, just below the engine.

The lower photo gives some idea of the interior of one of these planes, showing the handle of the machine gun. The wireless post is shown directly in front of the aviator; on the left is the antenna coil, and on the right the key.



BEST PAPER FOR FRISKETS

If it were tough enough the very best paper for a frisket would be thin tissue, .001 inch thick, because the thinner the frisket the thinner will be the mark at the edge of the impression, especially on vignette and similar edges.

Manila and other tough papers are too thick and show a coarse edge as frisket. Light bond and writing papers have had the preference as frisket material.

Still better is the very light but strong India paper used to print large volumes like Bibles, encyclopedias, etc., when it is desired to reduce the bulk of the book. India paper, while no thicker than onion-skin tissue, has ample strength for a frisket paper.

REPLACING A WORN REED-GUIDE PLATE

When it becomes necessary to remove a worn reed-guide plate from a slug-composing machine and replace it with a new one, usually considerable time and patience are wasted in the operation. Regardless of how careful one tries to be to keep the reeds in a straight line while a new plate is being put on, oftentimes the reeds persist in getting out of their proper order of alignment. with the consequent result that several attempts are sometimes necessary before a new plate is placed in its correct position. Quite a bit of unnecessary trouble may be avoided by utilizing a cast-off worn plate. Cut such a plate in two, lengthwise; then, before removing your next worn plate from a machine, place this improvised comb in position a few inches under the one to be replaced. The old plate may then be removed and a new one put on very quickly and easily.

PRINTING ON COVER PAPER

Sometimes difficulty is experienced in printing on rough cover papers, and the following hints from the *American Press-Man* are useful.

Always use for any color work the press giving the best distribution. Be careful not to overtask your press by expecting it to cover too many square inches of solid. Use a firm, taut tympan, with a smooth, thin top sheet—a spongy impression will not produce good color printing. Be sure your rollers are clean, and if possible keep a set for white and light tints.

Use good quality inks of good body and full color. A thin ink may cost less per pound, but it takes more pounds to print the job and it doesn't look as well when printed. If you must reduce the ink to prevent picking on coated stock, use as little reducer as possible. Do not attempt to print a stiff ink over a soft one and expect good results. All the colors on the same job should be of about the same texture.

Some colors, such as whites and light tints on dark paper, can only be printed satisfactorily by making two impressions from the same forme—one over the other.

The paper should be suited to the ink used, or *vice versa*, as you choose to put it; but this does not always mean soft paper, soft ink. The paper will largely influence the time that must be allowed for drying. Some papers absorb ink and some compel it to dry on the surface.

SECOND CLASS POSTAL RATES

Business men all over the United States are waking up to the dangers lurking behind the increase in the second-class postal rates, which will become effective on July 1, unless Congress changes the War Revenue Bill.

GREEN TINTS THAT CONTRAST WITH BLACK

In mixing green tints as a ground for, or to be contrasted with, black, lemon yellow instead of white should be added to the green or greenish-blue base.

NEWS ITEMS---MAINLY PERSONAL

British Columbia.

The Alberni *News* is the latest of the weeklies to instal a linotype.

C. S. Walker succeeds E. J. Patch as circulation manager of the Nelson *News*.....

R. W. Brown, press correspondent at Chilliwack, has joined the naval reserve at Esquimalt.

The *Golden Star*, which has had at least six editors since the outbreak of war, is now in charge of J. S. Chivers.

Walter Jordan of the Revelstoke *Review* was a May visitor at Vancouver, delegate to the Methodist Conference.

R. L. Lowery, of the Greenwood *Ledge*, who has wintered in California, returned to Greenwood the latter part of May.

F. J. Burd, business manager of the Vancouver *Province*, is attending the annual meeting of the Canadian Press Association in Toronto.

O. H. Nelson, a well known Prince Rupert newspaper man, has been appointed deputy registrar for Skeena constituency under the Man Power Act.

The Enderby *Press* and Armstrong *Advertiser* have amalgamated and will be issued from Armstrong, under the name of the Okanagan Commoner.

Geo. Pedlar, of the Fernie *Free Press*, who has been overseas since very early in the war, is back as far as Winnipeg awaiting his discharge. He threatens to go farming.

In appreciation of the work he is doing in fighting the smelter interests at Trail the mine operators in the Slocan recently tendered Editor Power of the Kalso *Kootenaian*, a complimentary dinner.

The department of land is considering a three months' advertising campaign in the weekly press to keen down the annual heavy damage from forest fires. The head of the department is Hon. T. D. Pattullo, an old newspaperman of Galt, Ontario.

Lieut. Norman Henderson, brother of Mr. Frank Henderson, circulation manager of the Vancouver *Daily Province*, was killed in action April 14. He enlisted at Swift Current in the spring of 1916 and went overseas with the 10th Battalion. He was formerly on the staff of the *Province*.

Mr. J. D. Falconer, formerly circulation manager of the Edmonton *Bulletin*, has taken a similar position on the Vancouver *World*. He succeeds Percy Edwards, who donned khaki at the end of May, entering the artillery branch. Before severing his connection with the *World*, he was presented with a fine wrist watch.

A whole contingent of former Winnipeg *Free Press* workers has lately joined the staff of the Vancouver *Sun*. The party includes Messrs. Colling, manager, Jamieson, Shaw and Howard and Miss Clendenning. Mr. C. B. Smith, late of the Victoria *Times*, and formerly of the Montreal *Gazette* and Toronto *News*, has also joined the *Sun*.

R. J. McDougall, owner of the Penticton *Herald*, has lately taken possesion of the Similkameen *Star*, published at Princeton, and will conduct both weeklies. During his leisure months, he also represents the Vancouver *Province* in the press in the press gallery in Victoria.

R. J. McDougall, of the Penticton *Herald*, has just purchased the Princeton *Star*. He has also secured the plant of the defunct Hedley *Gazette* and moved it to Princeton. The combination will give the *Star* as complete an outfit as there is in the interior. Fred Smyth remains as editor of the *Star*, which was lately owned by R. L. Lowery of Greenwood.

Alberta.

J. K. Falconer, formerly of the Edmonton *Bulletin*, is now in charge of the circulation department of the Vancouver *World*.

Saskatchewan.

The Kamsack *Times* has completed its tenth year, and the issue of May 23 was the first number of the eleventh year in its history. It recalls the fact that when the paper was first published Kamsack was a place of 350 and now of 1,600.

The Eston (Sask.) *Press* suffered a rather severe loss from fire a few weeks ago, the type and stock of paper being badly damaged. The paper has gone ahead with the purchase of material to replace that which was destroyed, and the *Press* is being issued again as usual.

At the third annual convention of the Saskatchewan branch of the Canadian Press Association held in Saskatoon on Friday and Saturday, May 10 and 11, a prize was offered for the best make-up of any semi-weekly or weekly issue of any publication belonging to the branch. First prize was awarded the Yorkton *Enterprise*, issue of April 18.

Manitoba.

The St. James *Leader*, St. James, Man., celebrated its fifth anniversary recently, starting with No. 1, Volume 5. Murphy Bros. are the proprietors. During the past year their plant has undergone several changes, considerable new machinery being installed.

At a meeting of the Winnipeg Advertisers' Club held in the Industrial Bureau, it was unanimously decided that the club would at the suggestion of the food controller do everything in its power to assist in the campaign now being launched towards the further production and conservation of food.

The Canadian Women's Press Club held their eleventh annual meeting in the club rooms, Industrial Bureau, Winnipeg. Miss E. Cora Hind, retiring president, presided over the meeting. The choice of officers for the ensuing year was as follows: President, Miss May Clendennan; first vice-president, Miss A. Carolyn Cornell; second vice-president, Mrs. E. W. Hamilton; secretary, Mrs. C. P. Walker; treasurer, Miss Merle C. Hall.

F. H. Flint, late advertising manager of the Winnipeg *Daily Telegram*, has been appointed secretary-treasurer of the Winnipeg Saturday Post Printing and Publishing Co., at 708 Broadway, Winnipeg. Mr. Flint assumed his new duties May 20th. Being a practical printer and a business man of sterling qualities, his qualifications for the above position are A1.

Ontario.

A. E. Colgan, of Dundalk, has purchased the Highgate *Monitor*.

E. R. Sayles, of Port Elgin *Times*, has been appointed Registrar for North Bruce.

Lance-Corp. Frank Black, formerly of the MacLean Publishing Co., Toronto, has been decorated with the Military Medal.

Will Redhead, representing the Vancouver *World*, has been spending some days in eastern centres on business for his paper.

Thomas J. Dolan of the reportorial staff of the *Beacon* office has enlisted with the Royal Air Force.

The Welland *Telegraph* has installed a web newspaper press to take care of a rapidly growing circulation.

F. A. J. Davis, of the Carlton Place *Herald*, is making arrangements for the installation of a seven-column Optimus.

C. E. Steele is erecting a modern brick building to be occupied by the Port Colborne *Citizen*, of which Harry J. Shore is publisher.

George H. Mooney, propretior of the Ripley *Express*, was last week presented with a gold watch by the Liberals of Ripley and Huron Township.

Clifford N. Prevost, for years a member of the London *Free Press* reportorial staff, has left to take a similar position with the Windsor *Record*.

Alf. White, day foreman of the London *Advertiser* composing room, has returned to duty after having been off for some time as a result of two operations.

Cecil Covill, late manager of the St. Thomas *Journal* job department, is now stationed at London, Ont., with the Western Ontario Regiment.

A. E. Waghorne, formerly of the Wallaceburg *Herald*, lately of Knox College, has accepted a call to the Bothwell and Cairo Presbyterian churches.

Harold Fry, formerly editor of the *Canadian Countryman*, Toronto, has taken over his new duties as assistant editor of the *Farmer's Advocate* in London.

J. A. Gillies, until recently manager of the *Nickel Range Express*, published at Copper Cliff, Ont., has accepted a position with the *Times-Journal*, Fort William, as make-up man.

Miss Grace Hamilton, for some time proof reader with the Stratford *Herald*, has been appointed food inspector with the Milton Hersey Co., of Montreal. She will be located in Ohio.

Capt. J. E. P. Rothwell is now in command of the Welland post of the Welland Canal Guard. He was formerly proprietor and editor of the Niagara Falls *Record*. His only son is overseas.

R. D. M. Decker, former circulation manager of the London *Advertiser*, and now occupying a similar position with the *Knickerbocker Press* of Albany, N.Y., was a recent visitor to London.

William Donaghy, formerly of Stratford, and at one time publisher of the Goderich *Star*, died at Hamilton, May 22. He had been appointed to the Customs and had been retired for 11 years.

Morley Messecar, of Brantford, has purchased the Burford *Advance*. He has been in various positions in the Brantford trade, at one time conducting a job printing office and also being in charge of the *Courier* job department.

To help along greater production Messrs. McConnell and Ferguson of the well-known advertising agency, have been importing New Brunswick seed potatoes to London and selling them at cost. The idea has been most generally commended.

The death took place in Fort William a short time ago of William Fontaine, an operator on the *Times-Journal*, and one of the oldest employees of the paper. He was a native of Montreal, but entered the *Times-Journal* as an apprentice in 1906.

C. Lero Webb, former night Canadian Press correspondent in London, has joined the copy department of McConnell & Fergusson advertising agency. Since he left the Canadian Press service Mr. Webb has been doing magazine work for some time.

Harold Garner, for many years one of the most popular railway ticket agents in the city, being city ticket agent of the C.P.R., joined the *Free Press* advertising staff on May 1. Mr. Garner is a popular young man in the city and a hustler for business.

Mrs. M. B. Cragg, of the reportorial staff of the Brantford *Expositor*, has resigned to enter other work, her successor being Miss Macklin, late of Stratford and Hamilton, she being a member of the high school staff of the Ambitious City.

J. C. Kennedy, who has for some time been doing "sports" for the London *Advertiser*, has joined the Royal Flying Corps. He has been succeeded on the sports desks by Olaf Rechnitzer who has been doing markets for the morning edition for some time.

C. L. Ferguson, a member of International Typographical Union No. 133, and secretary of the London Liberal Club, was the choice of the men on the conciliation board which will settle the wage dispute between the London street railway and its employees.

Maxwell B. Cody, night district news editor of the London *Free Press*, is receiving the congratulations of his friends on the arrival of a young daughter in his household. Mr. Cody is a brother of the new Minister of Education, Archdeacon Cody of Toronto.

Newton MacTavish, editor of the *Canadian Magazine* of Toronto, received the honorary degree of Master of Arts at the graduating Convocation of Acadia University. The monor was conferred on Mr. MacTavish for "distinction in literary and pictorial criticism."

Purdom Love, who was recently on the "sport" desk of the London *Advertiser*, has received his discharge as physically unfit from the Toronto University Contingent, Canadian Officers' Training Corps, and has returned to spend the summer on his fruit farm near London.

To H. S. Charlesworth, late circulation manager of the Branford *Expositor*, the members of the *Expositor* staff presented a pair of Fox puttees. He recently enlisted with the 70th battery, Toronto. A presentation was also made to Ernest Strowbridge, of the advertising staff, who recently wedded Miss Leone Taylor.

George Pollett, foreman of the composing room of the Brantford *Courier*, retired during the month on account of ill-health, and was presented with an auto-strop razor shaving outfit and an address, the presentation being made by Mr. George Moore. Mr. Pollett goes to his old home in Kingston to recuperate during the coming summer.

Charles Dingman, of the editorial staff of the Winnipeg *Telegram*, has been appointed editor of the Stratford *Herald*, succeeding Ross Keane, now overseas. Mr. Dingman was connected with the *Herald* in 1887, and since then had been in Montreal and Winnipeg. He has taken over his new duties.

E. J. Carty, city editor of the London *Free Press* and last year's president of the Irish Benevolent Society of London, was presented with a past president's gold insignia at the annual meeting of the society. Under his regime the society enjoyed one of its best years. Ed. is one of the best I.B.S. boosters in the city.

The *Daily News-Chronicle*, of Fort William, formerly the *Daily News* till it merged with the *Daily Chronicle* a couple of years ago, has changed ownership. J. J. Carrick, ex-M.P.P for Port Arthur, having sold out to John R. Smith of Fort William, head of the various D. & S. interests and their subsidiaries.

Roy McLeod, a former member of the London *Advertiser* staff who went overseas with the 1st contingent, and served two years in France, has rejoined the staff for the summer months. Mr. McLeod was discharged from the service last summer and entered the medical school of Western University as a freshman. He has "made" his year and will resume his studies in the fall.

Killed on Italian Front

Word was received by his mother, Mrs. Robinson, 276 Jarvis St., Toronto, of the death in action of Flight Lieut. W. Hartley Robinson, Royal Air Force, formerly Flight Lieut. Royal Naval Air Service, and Sergeant in the R. C. H. A. He enlisted in Kingston, Ont., in April, 1916, with the R. C. H. A. as a gunner, going overseas in April, 1917, as senior sergeant, but was transferred to R. N. A. S. training school at Greenwich Naval College in the fall of 1917. His progress there was rapid, and graduation followed in record time. He received his pilot's certificate and full lieutenancy in March of 1918, going on coast defence duty in England. On April 26 he left for duty on the Italian front, and only a few days after met his death, news coming to his mother that his death in action had occurred on May 2.

FLIGHT LIEUT. H. ROBINSON.

Deceased was 25 years of age, a son of the late W. J. Robinson, of Kingston, and Mrs. Robinson, Toronto, and grandson of the late Wm. Robinson, ex-M.P.P., of Kingston.

In 1910 he went to the Toronto *Star* as a reporter, afterward taking up the editorship of "Good Roads, Canada." In 1913 he became managing editor of *Canadian Motorist*.

Since enlisting he has written several articles and stories for Canadian papers and magazines, and some of his stories are still to be printed. His mother proposes to publish all his stories and extracts from his letters in book form under the title of "The Spirit of Our Boys."

The sympathy of the entire newspaper fraternity in London has been extended to Sgt. W. E. Elliott and his wife in the death of their son "Billy." Sgt. Elliott, former Western Ontario editor of the London *Free Press* and now on overseas service with the 1st Battalion, C. E. F., in France, is one of the best known newspapermen in the district. His letters from the front have been interesting in the extreme.

Gordon H. Barkwell, formerly city reporter of the St. Thomas *Times*, and lately a machine operator on the staff of the Sarnia *Canadian-Observer*, died from typhoid-pneumonia, May 13, in St. Thomas, where he had gone a few days before to attend the funeral of his mother. Mr. Barkwell leaves a widow and an infant son, besides his father, one sister and several brothers. He spent eight months in the Canadian army but was discharged as medically unfit.

Flight-Lieuts. William and Ivan Hunter, both former members of the London *Advertizer* staff, are now in France, according to a cable message received by their father, William Hunter, sen., foreman of the *Advertiser* Job Printing Company, Limited, which told of the departure of Lieut. Ivan Hunter for France. Lieut. "Billy" Hunter has been in France for some time.

Delmar Workman, a former pressman in the job rooms of the *Times-Journal*, Fort William, and one of the many former employees, who have joined the colors recently returned from England. Mr. Workman spent about eight months in the Canadian overseas hospitals, having suffered from shell shock and the amputation of one foot. He is still unable to get around except with crutches.

Lieut. Ewart Munro, a former member of the *Globe* reportorial staff, has been wounded for the second time. While a reporter on the ing in England for some time he went to the front seven or eight months ago. Some time ago he was slightly wounded in the shoulder. His home is at Port Elgin, and he is a brother of Mr. Ross Munro, managing editor of the Ottawa *Journal*.

Arthur E. Donoahue and J. Walter Potts, are the latest members of the St. Thomas *Journal* staff to join the army. Mr. Donoahue who is a linotype operator, and was formerly with the Brantford *Expositor*, has signed up with a battery, while Mr. Potts, junior reporter, has become a member of the Royal Air Force. The *Journal* has a long honor roll of employees and ex-employees now on active service.

Considerable interest is attached to the official announcement of the appointment of W. G. Woonton, B.A.Sc., a former employee of the London *Advertiser*, to the engineering staff of the Imperial Government. The exact nature of Mr. Woonton's work has not been given out, but it is believed to be in connection with the construction and operation of large chemical plants for the manufacture of explosives and chemicals for war needs.

Victor Ross, financial editor of the Toronto *Globe*, has been appointed assistant to Walter H. Teagle, president of the Standard Oil Company of New Jersey. The anouncement came in a despatch from New York, following Mr. Teagle's return from a visit to Toronto. Mr. Ross has been a member of the staff of the *Globe* for many years, and succeeded George C. Biggar as financial editor some years ago. He is an associate editor of the *Canadian Bankers' Magazine*, and the author of "Petroleum in Canada."

Robb Sutherland, manager of the Nelson (B.C.) *Daily News* for three years, has resigned. F. F. Payne, formerly managing editor, is Mr. Sutherland's successor. Mr. Sutherland is a brother of A. E. Sutherland, of the Glencoe *Transcript*, whose father founded the London *Free Press* in 1848 and four years later sold it to the late Josiah and Stephen Blackburn. Josiah Blackburn was the father of the present owners of the *Free Press*. The elder Sutherland upon selling the *Free Press*, purchased a farm in Ekfrid township, with the father of Peter McArthur as a neighbor. The latter, who was active for several years in the newspaper life of New York and London, England, returned a few years ago to the old homestead and from the familiar haunts of childhood receives inspiration for his interesting writings of to-day.

Lieut. Arthur C. H. Andrews, a former member of the Toronto *Star* staff, has been given his captaincy and is now in command of a company of the 15th Toronto Highland Battalion, according to word received by his mother, Mrs. E. Gissing, of 25 Scarth road, Toronto. Capt. Andrews, who is 21 years of age, went overseas in August, 1916, with a draft of officers. He went through Vimy Ridge, Passchendale, and Hill 70 unscathed, although in June last he was confined to the hospital with trench fever for a short time.

The final meeting of the spring season of the Toronto Press Club was held at the Carls-Rite Hotel, when reports from the Executive Committee and the Treasurer were presented to the club. Messrs. Tom King, J. K. Munro and Harry W. Anderson gave interesting reminiscences of Cabinet members, the formation of the Union Government and the first session of that body. F. G. Griffin of the *Star* was elected to the position of vice-president, which was made vacant by the resignation of W. F. Prendergast, who is leaving to take up military duties.

Capt. Ralph W. Bell, a former member of the reportorial staff of the Toronto *Globe*, has been reported as missing since May 17, according to word received by his wife, who resides at 105 Pembroke street. Capt. Bell enlisted at the outbreak of war and went overseas in the ranks with the First Contingent, and transferred to the Royal Flying Corps after reaching France. He has been ill in hospital several times and was home on leave about two years ago. No word has been received by Mrs. Bell from her husband since the recent heavy air battles.

Capt. Albert H. Munday, son of E. J. Munday, Fernwood Park avenue, Toronto, was one of the officers who recently took part in the fight with the Zeppelin sighted in the North Sea by the sea-plane commanded by Capt. T. C. Pattinson, of Leeds. Capt. Munday is a former Toronto newspaper man, on the staff of the Toronto *Telegram*, and is the author of the instructional publication, "The Eyes of the Army and Navy." He is a son of E. J. Munday, a salesman, of 30 Fernwood Park, and is 26 years old. He went overseas as a Lieutenant in the Royal Naval Air Service, and was promoted to be Captain two months ago.

Captain A. E. H. Coo, M.C., is making an extended tour through the United States, speaking on the war, and urging subscription to the new liberty loan. He is at present traveling through Arizona, New Mexico and Texas. At one city in Arizona the largest hall available was packed to the doors to hear him and two thousand people were unable to gain admission. Capt. Coo began his newspaper career on the *Times-Journal*, Fort William, as a cub, under the capable tutelage of Fred E. Trautman, now western publicity man with the C.P.R. Capt. Coo was sporting editor on the Winnipeg *Telegram* when he enlisted.

Officers elected for the Toronto Typographical Union for the coming year at the elections: President, T. A. Stevenson; Secretary, Samuel Hodden; Executive Committee—Geo. Cassidy, James Cunningham, A. Gerrard, Walter Handley, Walter Williams; International Typographical Union delegates, Robert Winter and Charles Wilson; Trades and Labor Congress delegates, George Crammond and D. McDougall: Provincial Conference delegates, James Cunningham and A. E. Thompson. Mr. Stevenson, the President-elect, is also Secretary of the District Trades Council. The contest for Presidency was keen. William Turnbull opposed Mr. Stevenson. About eight hundred of the eleven hundred members of the union voted.

Isaac Bainbridge, editor of the *Canadian Forward*, the official organ of the Social Democratic party in Canada, was sentenced to three months' imprisonment by Mr. Justice Latchford, in the Criminal Assizes. Bainbridge was found guilty before his Lordship last fall, on a charge of uttering a seditious libel, and was allowed out on suspended sentence. He was later charged before Mr. Justice Hodgins with a similar offence, found guilty and sentenced to nine months' imprisonment. After serving three months, the conviction was quashed on a technicality, and Bainbridge was liberated. He was brought before Mr. Justice Latchford on this occasion on the original charge in connection with which sentenced was suspended.

A. H. Wheatley was chosen president by acclamation at the annual election of officers for London Typographical Union No. 133, held recently. Other officers elected were: Vice-president, Andrew C. Flowers; treasurer, Frank McKay (acclamation); financial secretary, H. J. Hooper (acclamation); recording secretary, J. W. Haworth (acclamation); sergeant-at-arms, Hugh Bentley; delegate to I.T.U. convention in Scranton, Pa., E. J. Stein; delegate to Ontario Conference of Typographical Unions, H. J. Hooper; delegate to Ontario abor Educational Association, in Niagara Falls, Ont., F. C. Wanless. H. B. Archer, who is vice-president of the O.C.T.U., was accorded acclamation as a delegate to the convention, which is take place in Brantford June 7 and 8.

The St. Thomas newspapers, the *Journal* and the *Times*, are making a strenuous fight against the removal by the Michigan Central Railroad of a west-division mail train which has been in service for 45 years. The new schedule adopted by the company and which is in at least temporary operation, calls for the elimination of this train on the plea of economy. If the action of the company is finally sustained by the Dominion Railway Commission to whom the case has been taken, it will mean that the St. Thomas evening papers will not reach thousands of their western subscribers before the next morning, to say nothing of the great inconvenience resulting to Western Ontario people all the way from St. Thomas to Windsor in the way of mail and passenger accommodation. The M.C.R. has an order from the commission as a result of which the long-established train has been out of the service for a week or so, but it is believed that public opinion will be so strong that the railway commission will be forced to order the company to restore the train.

London and District.

A. W. Tennant, a reporter on the Sarnia *Observer*, has enlisted in the Canadian Engineers.

Ottis Wright, a popular member of the composing room staff of the London *Free Press*, has joined the Royal Air Force.

Miss Edna Beckey, a former member of the staff of the St. Thomas *Journal* has joined the Windsor *Record*, as a proofreader.

Harold Garner, formerly city ticket agent of the C.P.R. at London, has joined the advertising staff of the London *Free Press*.

Olaf Rechnitzer, a member of the reportorial staff of the London *Advertiser*, has been appointed sporting editor of the paper.

Lieut. Elmer Roome, a former reporter on the staff of the Stratford *Beacon*, has been awarded the Military Cross. He enlisted at Ottawa.

Pte. Clifford Jackson, a former member of the staff of the Stratford *Herald*, is reported dangerously ill in a casualty clearing station in France.

Clifford Prevost, for some time a member of the reportorial staff of the London *Free Press*, has joined the reportorial staff of the Windsor *Record*.

On his third attempt to join the corps, Thomas Dolan, a Stratford *Beacon* reporter, has been finally accepted as a member of the Royal Air Force.

J. Harry Fowler, B.A., a former well-known London, Ont. newspaperman, has been appointed private secretary to James A. Robb, chief Liberal whip in the House of Commons.

Dr. Watson Martindale, of Camden, N.J., who learned the printing trade in London, Ont., some 30 years ago and later graduated in medicine, was a recent visitor in London.

Alexander Carr, a pressman in the employ of the Stratford *Beacon*, had his foot badly crushed and was also shaken up when his foot became caught in the big flywheel of the press.

John Green, aged 60, a compositor of the Detroit *Free Press*, and formerly of Chatham, Ont., was killed in Detroit when he was struck by an automobile on stepping from a street car.

Miss Jean Hetherington, a former member of the editorial staff of the Stratford *Herald*, was married at Leicester, England, on May 2, to R. Hall, of the crew of H.M.S. Hercules, of the British Navy.

Edward A. Dodd, of the editorial staff of the Toronto *Star*, recently of the London *Free Press*, is in Toronto General Hospital in a serious condition as the result of being struck by a motor car in Toronto.

George H. Mooney, for over 25 years editor and proprietor of the Ripley *Express*, was recently handsomely honored by the Liberals of Ripley and Huron townships, who presented him with a handsome gold watch and address of appreciation.

Quebec.

Miss Gladys Bouchard was presented with a beautiful case of cutlery by Montreal *Herald* editorial staff on her departure to be married.

Harry Somerville, formerly of the Montreal *Herald* and *Witness*, enlisted in McGill Tank Battalion and before leaving married Miss Elizabeth Lilian Melrose, society editor of Montreal *Standard*.

In order to meet the competition of free advertising sheets which are deluging the locality the Verdun *Echo* is conducting a big circulation campaign and distributing as high as 5,000 sample copies a week in the west end of the Island of Montreal. One of the free advertising sheets went out of business after existing two months. Another is struggling to last out a year.

Valcartier Camp, situated just outside the City of Quebec, possesses among other things a large newly built theatre which is operated by the Quebec *Telegraph*. All profits obtained through this source are turned over to war charities and up to date several societies have benefited largely. It is expected that there will be fifteen thousand soldiers encamped there during the present summer.

The Quebec *Telegraph* has recently started a trade welfare movement in co-operation with the Board of Trade of this city. Considerable headway has been made during the past few weeks and many business men who previously had shown little sympathy with the work of the organization are showing extraordinary zeal and enterprise in backing up the campaign of the paper. There is every indication that 1918 will be a flourishing one for the city.

The Honorable Frank Carrel, President of the Quebec *Telegraph*, was re-elected vice-president of the Canadian Automobile Asso-

ciation, at the annual meeting held in Hamilton on May 8th. He has also been unanimously re-elected President of the Quebec Automobile Club, which position he has held for six years. Incidentally he founded the club with a membership of barely thirty, and it now has about two hundred and seventy-five members.

Mr. E. G. Smith, manager of the Quebec *Telegraph*, has recently made an extensive trip covering points in Quebec and Western Ontario, also New York and vicinity. He states that while there is a tendency, particularly among food manufacturers, to let up on advertising, the prospects for increased development in older accounts are bright. Many new plans are maturing, and generally speaking, the outlook is healthy. American agencies appear to be recovering from their loss of business during the first few months of the war and there is a decidedly optimistic spirit abroad.

Maritime Provinces.

G. W. Walker has opened a job printing office in Dartmouth, N.S.

Business in printing and book binding, at least in Halifax, continues good.

E. L. Coleman, manager Sydney *Record*, was in Halifax last week on his way to Montreal.

J. W. D. Sterns, of the *Spectator*, Annapolis Royal, has installed a new press and furniture.

Malcolm Irwin, son of A. Irwin, King's Printer, Charlottetown, has joined the Flying corps.

Miss M. Gertrude McMahon, of the Chatham *World* staff, has accepted a position in Moncton.

The St. John *Standard* is now issuing a ten-page feature supplement with the Saturday morning number.

Business in both print shop and binderies is good. Shortage of labor is a very serious problem and getting worse.

Mr. W. E. Sharpe, of the Canada Printing Ink Co., was in Halifax and St. John this month and reports business good.

Kenneth E. Fairweather, of the composing room staff of the St. John *Times*, was married recently to Miss A. Maud Curran.

Robert Cornell, a graduate of the University of New Brunswick, has joined the reporting staff of the St. John *Standard*.

Linotype operators are scarce in the Province. One newspaper has been running an advertisement for an operator for several weeks.

Captain John A. Malenfant, of Moncton, a well known newspaper man who went overseas as quartermaster of the 165th Acadian Battalion; has return home.

About all the young men in the printing business that can be taken have already been taken. Some of the plants are pretty badly handicapped for help.

An effort to establish a fourth paper in Chatham has failed after a few weeks of effort. Imagine a fourth paper making a living in a place that has a population of some five thousand people.

On his resignation from the Board of School Trustees, a letter of hearty appreciation was addressed to J. T. Hawke, editor and publisher of the Moncton *Transcript*, by his former associates on the board.

The evening papers in New Brunswick observed the holiday on May 24th and did not publish. Commencing on June 1, the evening papers are publishing at noon.

William E. McMonagle, who has completed his law course while reporting for the St. John *Standard*, has received his degree of B.C.L. from King's College Law School. He intends to quit newspaper work for the law.

J. L. Stewart, ex-M.P.P., editor and publisher of the Chatham *World*, has received information that he is to be one of a party of Canadian editors to visit England and France. He intends to go if his health permits.

The scarcity of reporters also has affected the newspapers and to meet the situation the St. John *Telegraph* has employed a young lady for general reporting. The new member of the staff is Miss Kate Broad, daughter of Wallace Broad, editor of the St. Andrew's *Beacon*.

H. D. Fritz and William Drake, reporters on the St. John *Telegraph*, and Laurence E. Manning, of the *Times* reporting staff, have successfully passed the preliminary examinations for the Royal Air Service and, after signing up in Halifax, left for Toronto to begin their course of training.

Frederick Allison Jamieson, who had been employed as a printer with the Moncton *Times*, the Woodstock *Sentinel-Review*, and later with several papers in the West, is officially reported dead, having been missing since last October.

William V. Owens, who resigned from the reporting staff of the St. John *Globe*, has been officially reported killed in action. He was first reported missing, but later evidence showed that he had been killed with shrapnel while taking part in an advance.

Captain Daniel Owen, of Annapolis, N.S., who went overseas with a Nova Scotian unit, has been reported missing. He was well known throughout the Maritime Provinces,

This Mark

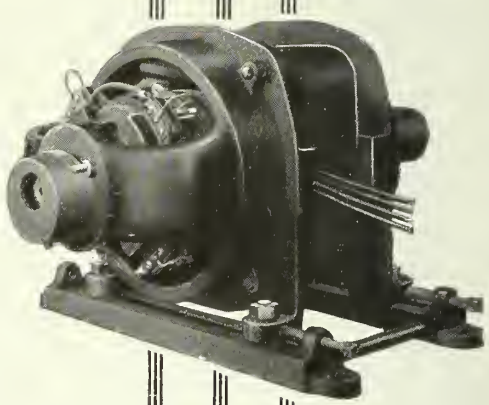
KIMBLE MOTORS

on an alternating current motor means high alternating current efficiency and real satisfaction for the user. It means absolute and adequate speed control with alternating current.

Kimble single phase variable speed alternating current motors give an infinite variety of speeds, any speed within the entire speed range being available to the operator. These motors are giving excellent results on printing presses and other machinery requiring a wide range of speeds.

Kimble motors are current savers. They consume current in proportion to the speed of operation, and that means a mighty big saving every month—especially on low speed press work. That is why Kimble motors are paying for themselves.

The Kimble mark on a motor not only means speed control, but it means high quality of materials and accuracy of workmanship.



Kimble Electric Company

Great West Electric Co., Limited

57 Albert Street, Winnipeg, Manitoba, for all points west of Port Arthur and Fort William.

Masco Company, Limited

87 Queen Street East, Toronto, Canada, for all points east of Port Arthur and Fort William.

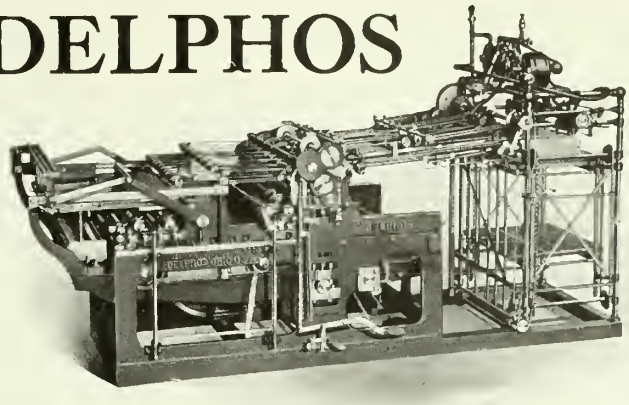
On a Motor

Say you saw it in PRINTER AND PUBLISHER

THE DELPHOS

Mechanics Wanted

FEEDER WANTED — Highest wages paid to A1 feeder. Apply Box 241.



Mechanics Wanted

PRESS FEEDERS WANTED For cylinder presses. Highest wages. Apply.....

Here's the Answer

In answer to the above advertisements, The DELPHOS PRESS and MECHANICAL FEEDER is proving to the buyer that it fills the want. It is so mechanically correct that it takes the place of the human feeder and performs the work perfectly just with overseeing attention, so that the lack of help is not noticed.

DELPHOS Two-Revolution Presses are showing their owners from thirty to one hundred per cent. production increase over hand-fed pony presses of any make. Isn't that interesting to a cost student?

SEND FOR DESCRIPTIVE MATTER

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

60 Front Street West
TORONTO

Opposite
New Union Depot

Reliable

Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

THE STEEL COMPANY OF CANADA
LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

and has a reputation in a wider field as a writer of special articles on Nova Scotian subjects.

Mr. Ring, of the Baltimore *Sun*, was in Halifax for a few days, on the way to Windsor to don the B. E. F. uniform and go in overseas service. Mr. Ring, who is interested in cartoon work, as well as being an active news man, was disappointed in being turned down by the U. S. military service because of defective eyesight, but he nad his eyes treated by an expert and then came to Canada to go across in the Canadian service, thinking he might get to the front quicker by the Canadian route. He goes to Windsor in a day or two to join the R. A. M. C.

Newfoundland.

The Newfoundland *Royal Gazette* has installed a monotype machine.

Hon. Dr. W. F. Lloyd, formerly editor St. John's Evening *Telegram*, but now Premier of Newfoundland, has been created a Privy Councillor.

The libel suit instituted against the St. John's Daily *Star*, by Hon. R. A. Squires, came before the Newfoundland Supreme Court in May, and has ben postponed till 12th June.

The St. John's, Newfoundland *Plaindealer*, the publication of which was suppressed on April 27 by the Newfoundland Government, has been released. It is understood it will hereafter appear semi-weekly.

John C. Currie, editor St. John's Daily *News*, acted leader of the Opposition in the Lower House at the last session of the Newfoundland Legislature. At the beginning of the session only two opposition seats were occupied, this number, however, had increased to five before the close of the session.

The tonnage difficulty seems to have been overcome by the Anglo-Newfoundland Development Company, and its paper mills at Grand Falls, Newfoundland, have put on new vigor; three paper machines there are now in full swing, and it is expected to start up the other two shortly.

A new publication called *Industrial Worker*, made its first appearance on May 17. The *Industrial Worker* is the official organ of the Newfoundland Industrial Workers' Association, and will be published fortnightly. It is of the standard seven-column page, and is edited by Mr. M. J. James, who has had considerable newspaper experience, having been reporter on the Morning *Advocate* during the existence of that paper.

On May 22, his Excellency Sir Alexander Harris, Governor of Newfoundland, entertained at dinner a number of the "Fourth Estate" of St. John's, at Government House. Those present were: J. W. Withers, King's Printer; Sir P. T. McGrath, *Herald;* Hon. A. W. Mews, *Advocate;* J. C. Puddister, *Daily News;* W. J. Herder and C. T. James of *Telegram;* P. K. Devine, *Trade Rieview;* J. J. Evans, Newfoundland *Quarterly*. Dr. H. M. Mosdell, Daily *Star* was invited, but was unable to attend.

United States.

Miss Frances Boardman, of the St. Paul *Daily News*, made a trip to Chicago to interview John Philip Sousa and Victor Herbert on the musical situation.

Detroit papers, at least the *News* and *Journal*, recently went up to a two-cent rate. They anticipate a loss in circulation, but after the first few days find they are selling as many papers as ever and receiving twice as much for them.

Thomas R. Dawley, jr., of Providence, R.I., editorial writer on the Providence *Journal*, is the executive editor of a new publication to be issued in Washington under the caption of "The Passing Show." The object is to publish a weekly review of happenings, and to give a truthful portrayal of events in an impartial manner.

Hearings on the complaint issued by the Federal Trade Commission against the Curtis Publishing Company, of Philadelphia, are to be held in a number of cities. The case involvves the right of a publishing company to restrain distributors by contract from handling the publications of competing companies, and refusing to furnish its periodicals to distributors in many instances, unless they agree not to handle certain competing periodicals.

One by one the German-language newspapers are passing out. The Brooklyn *Freie Presse* has stopped publication. The Philadelphia *Gazette* has become practically an English-language newspaper, printing but a small amount of matter in German and that being confined to war propaganda of a semi-official sort. In many cities newsdealers are refusing to sell these papers, and advertisers are ceasing to use them. In every part of the country there is an aroused public sentiment against the use of the German language, either in newspapers or otherwise.

The Spokane *Herald*, with its associated publications in Seattle, Everett and Bellingham, has suspended publication. This includes the well-known German-American publication, the Washington *Staats-Zeitung*. The editor of the *Herald*, in a farewell announcement, explains that the reasons for discontinuing the paper are entirely patriotic and based on a desire to remove all misunderstanding.

Monotype Installations

In Ontario: Atwell Fleming Company, Toronto, complete equipment; the Ontario Press, type caster; Warwick Bros. & Rutter, type and rule caster; Toronto *World*, monotype and non-distribution system; Salvation Army, Toronto, Monotype type and rule caster and non-distribution system; the MacLean Publishing Co., Ltd., Toronto, two Monotype type and rule casters and the non-distribution system; the Welland *Tribune*, a third Monotype and non-distribution system; *Sentinel-Review*, Woodstock, have added another Monotype; A. Talbot & Co., London, lead and rule molds to their Monotype; the Dominion Printing & Loose Leaf Co., Ottawa, added a Monotype; Lowe-Martin Co., Ottawa, another Monotype and non-distribution system; the Ottawa *Journal*, a second type and rule caster and are now operating the non-distribution system.

Trade Papers Helped Bond Sale.

The Trade Paper Division of the U.S. Periodical Publishers subscribed the largest single item credited to the Committee in the Third Liberty Loan. While the entire Committee was credited with subscriptions amounting to $1,319,900 the trade papers and employees subscribed $439,760 of that sum, or about one-third of the total.

Ten Years for German Editor.

Conrad Kornemann, formerly president of the South Dakota branch of the German-American Alliance and editor of a German-language newspaper, who was convicted in the United States District Court several weeks ago of violating the Espionage Act, was sentenced by Judge J. D. Elliott to ten years' imprisonment and a fine of $1,000.

The Dead

Struck by an automobile as he stepped off a street car on his way home from work John Green, of Detroit, aged sixty, a compositor on the Detroit *Free Press*, and a former resident of Chatham, Ont., died a few hours later without regaining consciousness. Mr. Green had worked on many newspapers throughout Canada and the United States, and was well-known amongst members of the fraternity. His wife and one child survive.

John Miller, formerly of London, Ont., historian of Erie county, Pa., and an authority on botanical subjects, died at his residence in Erie, Pa., on Monday, aged 69 years, after an illness of nine weeks from anæmia. Deceased was a newspaper and magazine contributor of note. He was born at Gourock, Scotland. He went to Geneva, New York, and subsequently moved to London, Ontario, where he was educated at St. George's school. He studied at this institution for several years under the tuition of William Irewin, a graduate of Trinity College, Dublin. In 1882 he joined the staff of the London *Advertiser*, where he remained for two years. At this time his father, who was a contracting carpenter, discovered an improved method of refining petroleum and embarked in business in Buffalo. He failed in this enterprise and removed to Erie, where the son soon followed. Here John Miller held various posts on the editorial department of the Erie *Dispatch* and later became a stockholder in the Erie *Times*. In 1893 he accepted a position with the Providence *Journal*, where he was in charge of the musical and dramatic department of that paper. Some years ago he returned to Erie, Pa. He is survived by a widow, one son and one daughter.

The death of James Hugh McKenney has taken from the field of journalistic work a very promising figure. He was well known by his writings over a wide field in Canada and the United States. Reared in the rural surroundings of Tillsonburg, combined with his trait of observation, fitted him well for the life work he just commenced prior to joining the editorial staff of the *Farm Journal* in Ottawa he was engaged at similar work on the Montreal *Star*, Montreal. Only three weeks ago he made the change to Ottawa, but in that short time he had given evidence of a promising future in farm journalistic work. Unfortunately he contracted a chill and septic pneumonia supervened and he died after a few days illness, death taking place on Friday the 17th inst., at St. Lukes hospital, Ottawa.

The graphic art section of the Canadian manufacturers' association of Montreal, has now for its secretary, Travice A. Tod, Mr. Van Pelt having resigned through illness.

UNIVERSALLY COMMENDED
By Apprentices and Journeymen
PRINTING
For School and Shop
By Frank S. Henry
xiii + 318 Pages. 5¼ by 7½.
153 Figures. Cloth, $1.25 net.
Renouf Publishing Company
Dept. H.
25 McGill College Ave., Montreal, Que.

Lowering the Cost of Getting Orders

THEY were talking about the high cost of getting orders—were Brown and Jones. They were agreed on some things: train service was interfering with ability of salesmen to call on as many as formerly; hotel bills were adding heavily to the weekly expenses of salesmen; congested freight and express service was interfering with quick deliveries; salaries of men were going up; labor of all sorts, as well as materials, was becoming higher-priced.

Then Brown said: "I am giving a good deal of thought to the training of my salesmen. I am endeavoring to make them produce more business—to sell more goods, and to reduce the number of futile calls. I notice that they are giving much attention to this subject in the United States, and that in Canada some firms are paying serious attention to this matter of better salesmanship."

"What are you doing?" said Jones.

"Well, I haven't done a great deal so far, for I am in the initial stages of my studies. But one thing I have learned: it is that my men haven't been analyzing the causes of their failures to make sales. I can't blame them, for I myself haven't troubled myself to dig into this phase of the selling game. Now I am asking myself and my men—Why the failure to get the order?

"I have discovered a good deal. One thing is that my men haven't known enough about the goods they took out to demonstrate them convincingly. This is largely our fault. So we are using time and printed matter to make our men know exactly what they have to offer.

"Another thing we have had impressed on us is that our men haven't been approaching their prospects always in the best way. They have been too keen to sell rather than to serve.
"I saw a thing the other day that is good—by a man named Casson. He said the average salesman's method was 'Talk—Argue—Compel.' As against this, he recommended: Listen—Agree—Oblige.

"What he means is that the salesman must get on the side of the buyer if he is to have best results. And so I am doing something to get my men trained to acquire the point of view of the man they canvass—this first. When a salesman postpones his sales talk until he has won the interest and attention of the prospect, he is in a much more favorable position to put across his proposal.

"I read recently an advertisement of the FINANCIAL POST in which it told of Frank Mutton, President of the International Business Machines Company, in which he said that he has subscribed to THE POST for each of his salesmen in order that they may be well informed about business conditions and affairs in Canada—this as an aid in making sales. The idea, I infer, is to make his men quick to get the point of view of the men they are to canvass—to become possessed of a kind and amount of information which will enable them to make themselves interesting to prospective buyers of time-recording machines.

"Now, I have known Mutton for many years—known him to be a super-salesman. In subscribing to THE POST for his salesmen, I saw one of his methods—secrets, if you like. So I got THE POST myself to see how my men could make use of it for the same objects.

"I have subscribed to THE POST for 4 months at the cost of a dollar per salesman, and I have been having my men report to me in writing just how they are finding THE POST useful to them. They read THE POST with one question uppermost: What item or article in this issue can be used by me to help me make sales?

"I want to tell you, Jones, that I am delighted with the experiment. The minds of my men have been stimulated. They are 'cashing in' on what they read. They relate certain items or articles to certain prospects, and they are approaching their customers with greater confidence, greater art, and with more persistency, born of a surer knowledge of how our product is worth the other man's consideration and purchase.

"My men are bringing in more business, and this offsets the increasing costs of going after business."

* * * *

A VERY suggestive conversation, is it not? The point of its reproduction here: If you think the idea put into operation by Brown (and Mutton who is paying for 50 subscriptions for men in his employ) is worth your consideration, then investigate THE POST for yourself. Instruct us to send THE POST to you that you may investigate it from the angle —What is there in this paper that my men can use to help them "get next" their prospects with a view to making more sales and in quicker time?

So we suggest to you that you sign the coupon below.

Just what does THE FINANCIAL POST aim to do? The answer is: It gives business men information about every important happening in every part of Canada as this happening relates to Business. It follows the various listed and unlisted securities, and gives each week clear and accurate and up-to-the-minute information about them. It tells about the movements and influences affecting such groups of investment interests as Iron and Steel, Textiles, Milling, Pulp and Paper, Transportation, and so on. It has numerous contributed articles of first-class interest and importance. It contains much personal matter—notes and sketches about men of influence or position in the public eye whose doings or sayings have relation to Business. Withal, THE POST is extremely readable. It is edited and prepared by trained journalists—the highest-priced staff of men on any publication in Canada. All this makes THE POST a "different" paper, and a good one. The subscription price is $3.00 (52 issues — Saturdays); or 4 months for one dollar.

The MacLean Publishing Company, Ltd.,
143-153 University Avenue, Toronto.

Send me / us THE FINANCIAL POST (weekly, every Saturday). Subscription price of $3 will be remitted on receipt of invoice in the usual way. Have it addressed to

.....

P. & P. .....

HOW CLOTH FLAGS ARE PRINTED

SINCE the war began there has arisen a demand for printed flags in numbers that for a single order run into millions, and with the frequency of "flag days" offer a profitable field for the enterprising printer. As this is a class of work that is comparatively new, the following extracts from an article on the subject, in the *American Printer,* should be of interest as showing how this class of work is being done in the United States. The writer says that this is a kind of work that is being produced successfully on both platen and cylinder presses by printers in various parts of the country. In Philadelphia alone at least six printers have been making a specialty of cloth-flag printing. This work is being done on ordinary cylinder presses — that is, machines which are used for regular typographic printing. Under the right direction, this specialty can be produced profitably.

One of the well-known printing firms who have been very successful in both a mechanical way and a business way with the printing of cloth flags is the Penn Show Print, Philadelphia. The writer recently enjoyed an interview with Walter E. Knecht, vice-president of the Penn Show Print, and he kindly furnished information on this subject which should be of value. Cambric is an excellent material for the purpose. Bleached muslin is also a good stock to use. Unbleached muslin is not well adapted to this work, although it can be used for the larger flags. The cambric is best for the smaller flags. This material is purchased from the wholesaler in full pieces or rolls. It is cut to suitable sizes for the cylinder presses on a roll-cutting machine. The average well-equipped book bindery has a cloth-cutting machine, and the printer can send the stock to the bindery to be cut to sizes desired.

Special printing inks are required for flag printing. They are not very expensive, and they can be ordered from any of the standard printing-ink manufacturers. Send a piece of the fabric to the ink expert and mention what colors are wanted, also the number of sheets to be run. The ink maker will then mix the right amount of colors needed, and there will be little wastage. Do not "doctor" the colors. Run them in the press fountain straight from the cans.

The forms are made up of electrotypes or wood cuts. The Penn Show Print uses woodcuts exclusively for their flag printing. As many as a dozen of the smaller size flags can be worked together on one sheet of stock. The printer should plan his make up to work out to the best advantage. A single flag as large as five feet by three feet can be run on a cylinder press with no difficulty. Forms as big as this, of course, are constructed of wood. It makes no difference which color is run first, so long as the pressman is certain of the forms being in accurate register.

Make-ready is done the same as with a regular form of type, with the exception that it need not he so particular. Two or three sheets of strong manila paper should be drawn over the make-ready to form an extra-strong top sheet. This is for the reason that every other impression is to be printed on the tympan. The impression for this class of material need not be more heavy than for regular plate printing. The color is run full, yet it is not essential to "flood' the form with ink. A good even flow is all that is necessary.

To handle this kind of stock efficiently, two feeders are needed, one working on each side of the press. Before printing each sheet an impression is taken on the tympan. Thus, when the sheet is printed, it takes the ink from the packing on the back, causing it to be "printed" on both sides. Occasionally a couple of sheets can be printed before striking an impression on the tympan to gain time. This, however, should not be done too often, as the flags would be of a lighter color on one side.

The average day's work on this class of printing nets from two thousand to four thousand finished sheets. The amount of production various according to the condition of the material and the ability of the feeders. The price which the printer receives in America for a thousand complete sheets runs from fifty to seventy dollars. Here is something which the master printer contemplating making this specialty should figure out according to the Standard Cost System. It can be made to pay, or the printer may lose money, all according to how the printer estimates.

Wallpaper printers have also been turning out flags in large quantities at very low prices; they are printed in long strings at a rapid rate. Calico printers have also been at the work, but there is no reason why the letter-press printer should not produce flags as he can turn out a better article that will command a better price.

PAPER TUBES AND SACKS

PAPER tubes for liquids and gases are one of the novelties which the dearth of metals has helped to develop. Several kinds of these tubes have been tested by M. Rudeloff in the Materialpruefungsamt, as the report of this Institution for the year 1916 shows. According to the process of A. von Valois, the paper is rolled to the desired wall-thickness and diameter, and the seams are then glued together and coated. Tubes which had been kept full of water for weeks showed no swelling or loss of strength; they were not attacked by coal gas, either, and as they weigh only one-sixth of lead pipes and stand more than three times the bursting pressure, they may answer for gas and water distribution.

The trouble is in the jointing; the joints are made by putting sleeves over the tubes and filling some cement into the annular space; so jointed, the pipes did not stand the internal pressures of unjointed sections, and frequently gave way at the joints. As regards external pressure, a strength of 28 kg. per square centimetre was found, which would be sufficient to admit of burying such paper pipes in the ground.

Another type of tubes tested is the "pertinax"; in this case the paper is impregnated with synthetic rosin and rolled under tension. The water tests of the pertinax tubes were not quite satisfactory. The tensile tests were made with strips cut from the tubes, and the wet material was found to be less strong than the dry material; as the moisture gained access through the cut edges, however, that test would not be conclusive. But there was also absorption of water by the material when closed tubes were filled with water and kept standing. The water absorption was particularly strong during the first hour, but had not stopped after 282 hours. As oil does not attack synthetic rosin, however, small oil conduits might be made of pertinax paper, which can be shaped into tubes as small as 5 mm. diameter. Against that use is the low compression strength of the material (4.6 kg. per square centimetre), while the tensile strength of from 10 kg. to 18 kg. per square centimetre would suffice.

The paper yarn sacks for sand are a specialty of Cassell and Co. The material has to be waterproof, *i.e.,* suitably impregnated so as to retain sufficient strength in the wet condition. Good results were obtained (according to the *Chemiker Zeitung,* 1917, page 56) by impregnating the dry paper yarn at 50 degs. C. with a solution containing 80 grammes of glue, 1.5 grammes of tannin, and 1.5 grammes of sodium silicate of density 1.345. The tensile strength of strips of the dried material was 39.4 kg. per square centimetre untreated, and 45.7 treated; after 24 hours' soaking in water the figures were 26.4 kg. and 34.2 kg., and after redrying 41.2 kg. and 45.2 kg. per square centimetre. These figures apply to the warp; the weft figures were a little lower throughout. Favorable results were also realized with successive impregnations, first with cold basic aluminium formate, then with glue, and again with the formate. Mixtures of soap and glue did not answer. *Engineering.*

HOW TO JOG PAPER

STRANGE as it may seem, there is not one printer in ten who knows how to jog a job correctly. By "printer" I refer to paper cutter, bindery girl, ruler, feeder, pressman or compositor. And by "correctly," I do not refer to the manner or way of taking hold of the sheets or the ways that your or my notions lead us to follow as the easiest way of getting the edges even.

I do most emphatically mean this: After you have gotten the edges even, lay the sheets face down; jog the next instalment of the pile and lay it face down on top of the first instalment, etc. In other words, treat every job as though it were numbered on the press—pile it as you jog, so that the numbers (imaginary or real) are still in consecutive order after the jogging is done.

Now for the reasons, which are three in number: First, if the job was cut to exact size before being printed, the right kind of jogging will leave each pile with smooth edges—just as smooth, in fact, as though it were trimmed again after having been jogged the wrong way.

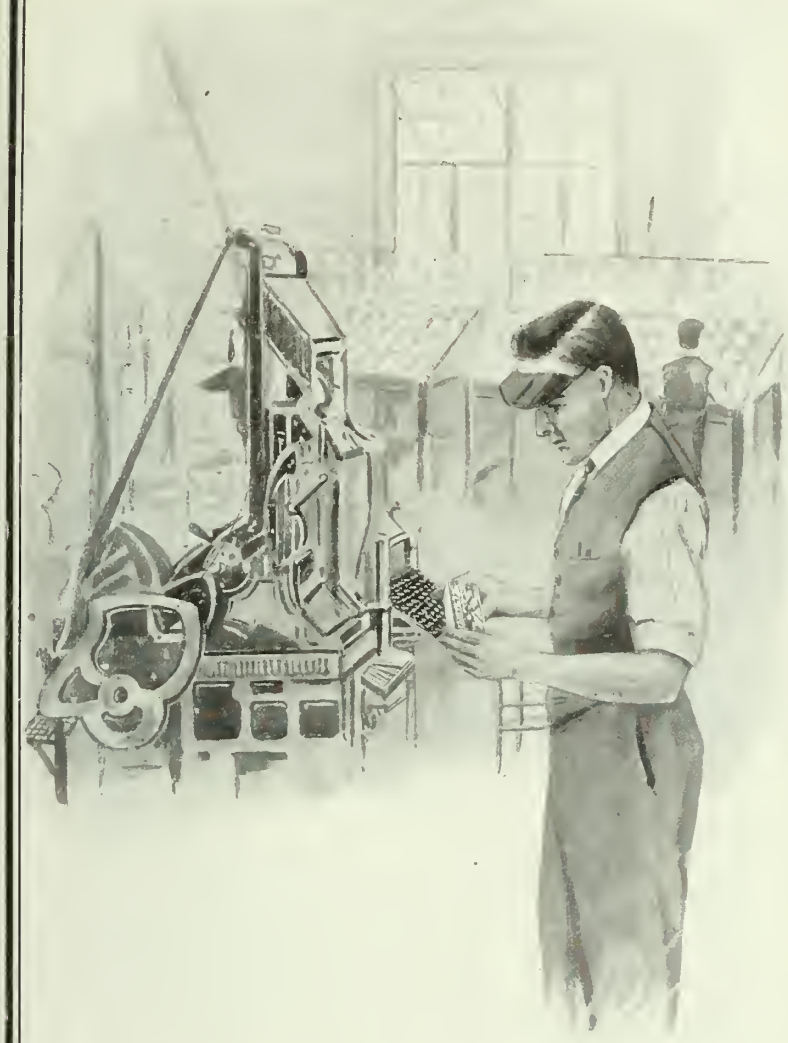
Secondly, if the job is to be padded and then trimmed (which generally necessitates feeding a different edge to the cutter gauge than was fed to the press gauge), the right kind of jogging insures uniform margins throughout each pad.

Thirdly, right jogging helps to conceal any "curve" in the cutting caused by a loose clamp or dull knife. In this last case wrong jogging will leave the edges of each pile looking like the teeth of a saw.

This is really a more important question in determining the general appearance of a job when it is inspected by your customer than most printers realize. And since it is a matter that can be done right as quickly as it can be done wrong, commend it to the attention of all employing printers.—*American Printer.*

COLOR FOIL

A PATENT has been granted recently to a Japanese for making color foil for use in printing and other processes. The process consists in immersing a roughened plate in a volatile solution of a solid, such as camphor, which will volatilise by heat, coating the plate with the color, and heating the plate, whereby the volatilisation of the solution separates the foil from the plate. A plate of tin, glass, copper, or other suitable heat-conducting material is roughened by sand-blast or otherwise and immersed in a solution of 15 parts of camphor in 100 parts of naphtha. The naphtha is then volatilised, leaving a deposit of camphor on the plate, which is then coated with a color mixture composed of 100 parts of water, 10 parts gelatine, 5 parts of glycerine, 2 parts of syrup made of sugar and water, and a suitable quantity of coloring matter. One part of starch is added to the mixture to render it impermeable to air, so that upon heating the plate the volatilised camphor cannot pass through the foil and consequently tends to lift the foil and separate it from the plate. To prevent the volatilisation taking place too readily, 2 parts of stearine may be added to the volatile solution.



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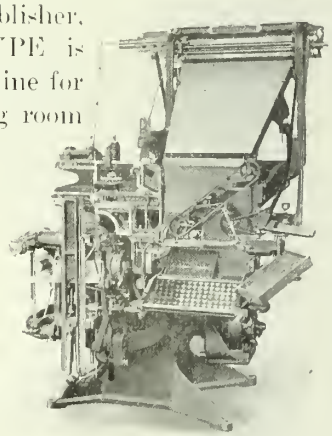

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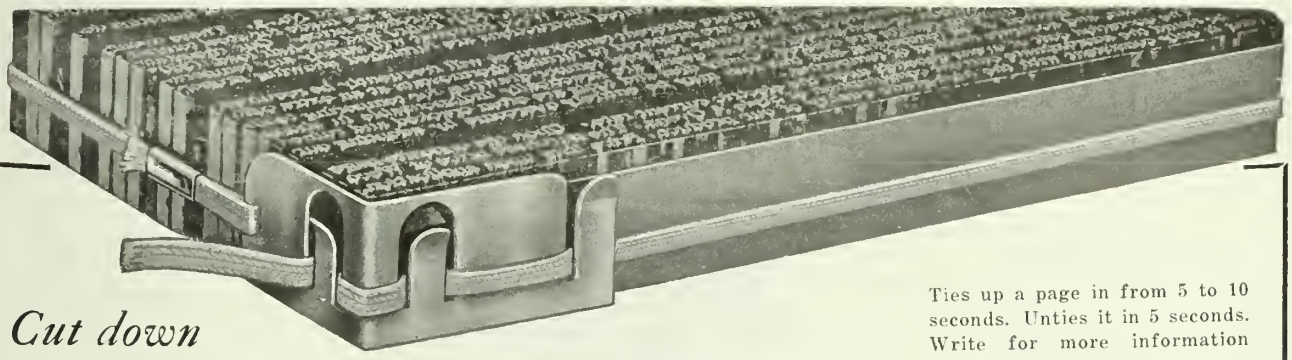

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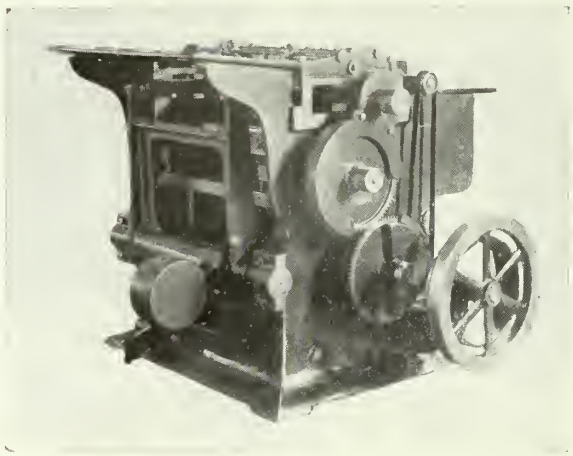

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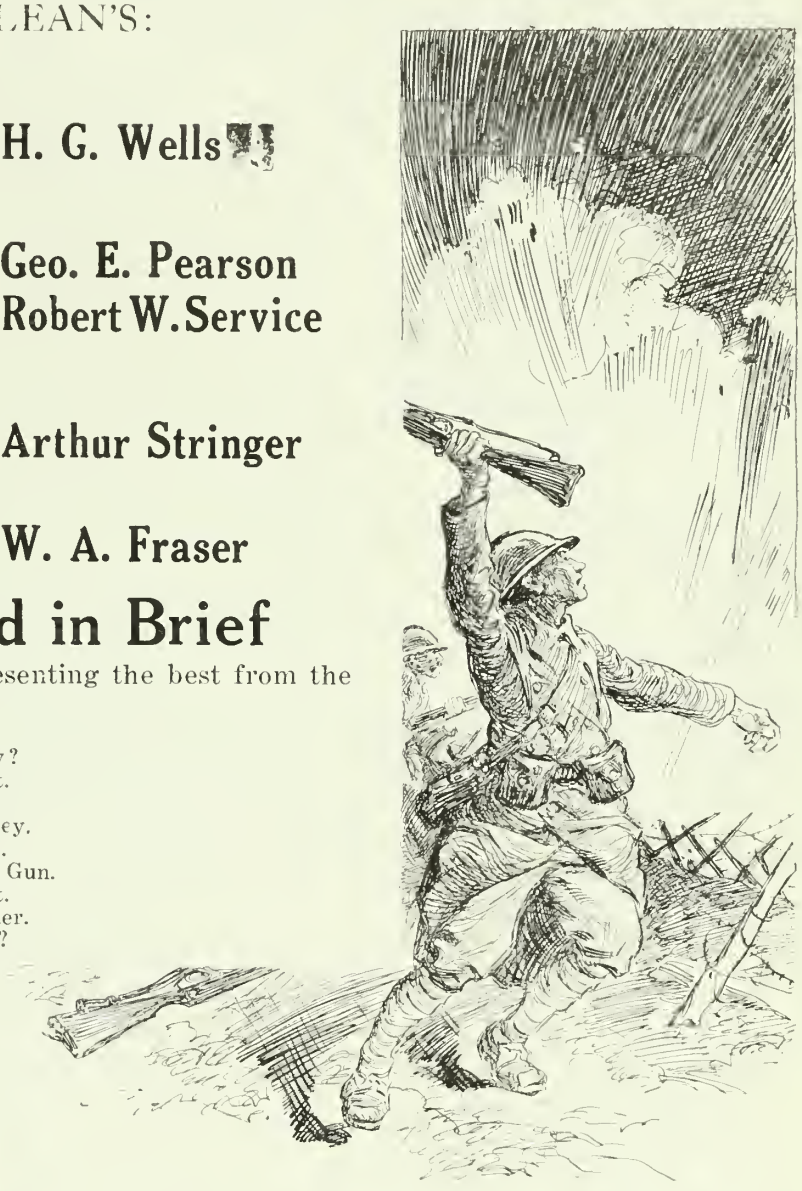

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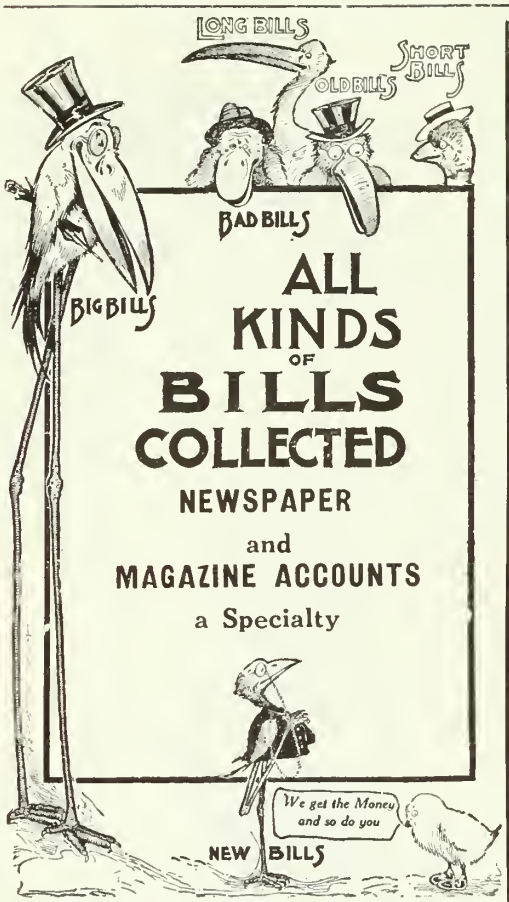

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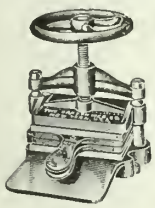
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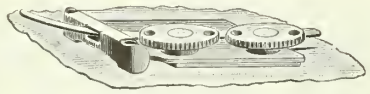

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By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Samuel Jones & Co.

PATENT NON-CURLING
GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables: Noncurling — LONDON, ENG. — Code: A.B.C. 5th

Reliance Embossing Powder

gives embossed effects on any job press.

Work equal to the finest steel die embossing—and without any plates, dyes or special apparatus. No expense at all. The Powder is all you require to start producing. Just think! The finest relief effects in Private Greeting Cards, Wedding Invitations, Letter Heads, Programmes, etc., ON YOUR OWN JOB PRESS with Reliance Embossing Powder. Write for samples.

RELIANCE INK CO., LIMITED
WINNIPEG

Classified Want and Don't-Want Ads.

2c. a Word

Don't-wants may include a press, a chase or two, a cutter, a filing system, etc. Wants may include an editor, a printer, a purchaser for your business; you may want to buy a print-shop. Perhaps you want to swap something for something else. This page is your market; it's cheap enough; 2c. per word for first insertion; 1c. per word each time you repeat. Remit with copy.

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

PROOF PRESS WANTED

WANTED SECOND-HAND CHALLENGE galley proof press, with or without stand. Apply The Courier, Kelowna, B.C. (p6p)

FOR SALE

FOR SALE NEWSPAPER AND JOB printing business in Ontario village. Splendid advertising and job patronage. Complete plant. Box 597, Printer and Publisher. (p6p)

FOR SALE—JOB PRINTING PLANT, IN live Saskatchewan city. Fully equipped with newest machinery. Excellent opening for practical printer. Owners leaving for coast only reason for selling. $2,500. $500 cash and assume some liabilities, balance arranged Immediate possession. Full particulars, Pearce Bros., Swift Current, Sask. (p6p)

MACHINERY FOR SALE.

POTTER DRUM CYLINDER, PLATE DISTribution, six col. quarto; platen presses, proof press, wire stitcher, type, stones, cabinets, chases from Daily Record plant. Review, Niagara Falls. (p6p)

WHITLOCK PONEY CYLINDER, 24 x 36, four rollers, four tracks. Rear delivery, good condition. Very reasonable price as we have no work for this machine. Page Printing & Binding Co., Sherbrooke, P.Q. p6p

FOR SALE—POTTER DRUM CYLINDER printing press, in good condition; 5-col. quarto. A good press for a country newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, Nor. Augusta, Ont. (tf)

FOR SALE SEVERAL CASES EIGHT AND ten point Roman body type in excellent condition, replaced by Linotype; also several cases and racks. Will be sold at bargain. Apply A. W. Ellis, Petrolia, Ont. p6p

WANTED TO PURCHASE.

PRINTING PRESS CAPABLE OF REPRODucing a self cover magazine from supercalendered paper up to 84 pages, size of page approximately 12 x 17 inches. Magazine to be cut, trimmed and stitched automatically if possible. Address Box 594, Printer and Publisher. p6p

FOR SALE OR LEASE—NEWSPAPER AND job printing business in live Eastern Saskatchewan town. Excellent opening for an editor-printer. Box 588, Printer and Publisher. (p6p)

DESIRING TO CONCENTRATE ON CATAlogue, booklet and advertising printing, will sell our weekly newspaper and local job printing business. No opposition. Splendid opportunity in a town with big prospects. Box 598, Printer and Publisher. (p6p)

MACHINERY WANTED.

WANTED—LINOTYPE, WITH ACCESsories; must be in good shape and stand inspection. The News, Vanguard, Sask. (p7p)

BARGAINS IN USED CHASES

WE have a lot of steel chases, including Book with shifting bars, Poster, News—Quadruple, Quarto, Folio, consisting of regular, standard and special sizes, and will sell them while they last at 25% off present prices. Look up your requirements and call or write us and we will fill your order if what you want is on hand. State clearly over all and inside measurements. Better send a sketch and also mention what other size would do if we have not the exact size wanted.

Toronto Type Foundry Company, Limited

70 York Street, Toronto — Beaver Hall Hill, Montreal
Winhipeg — Regina

INSTRUCTION.

"A POCKET COMPANION FOR LINOTYPE OPERATORS." Price $1. Address S. SANDISON, 318 West Fifty-second Street, New York City.

LEARN THE LINOTYPE — WRITE FOR particulars. Canadian Linotype, 35 Lombard Street, Toronto.

NEWSPAPERS FOR SALE

FOR SALE NEWSPAPER PLANT. I have amalgamated the two papers in my town and have for sale complete newspaper and job plant. Cottrell two-revolution cylinder press, two Gordons, paper knife, stitcher, over seventy fonts of metal type, some thirty fonts wood type, galleys, racks, cases, stones, safe, typewriter, office fittings, etc. Write in first instance to Box 593, Printer and Publisher. p6p

"Endurance Rollers"

Every Printer has experienced those annoying summer troubles with Rollers, and knows what a loss of time they mean, to say nothing of the extra expense in having Rollers recast.

WE HAVE MADE A NEW DEPARTURE in the manufacture of Rollers to overcome these difficulties, and also to make them stand the wear and tear much longer than the ordinary Roller, either in winter or summer.

"ENDURANCE ROLLERS" are of a much tougher texture, and they will certainly "stand up" considerably better and positively outwear the ordinary Roller.

"Endurance Rollers" cost no more but last longer

THE AULT & WIBORG CO.
OF CANADA, LIMITED

MONTREAL TORONTO WINNIPEG

37,000 IN USE

⊘ TRADE **LINOTYPE** MARK ⊘

THE MACHINE THAT LASTS

No. 279

In Active Service for 27 Years

Produced 414 Million Ems
Earned $75,000

THE Montgomery (Ala.) *Advertiser's* first Linotype —Model 1, No. 279—did active service for twenty-seven years, and during the last full day of seven hours produced 64,000 ems of composition, an average of 9,143 ems an hour.

This machine was installed in the winter of 1891. Last month it was replaced solely because the greater range and versatility of a Multiple-Magazine Linotype is better suited to the requirements of modern, efficient methods.

No. 279 in twenty-seven years produced 414 million ems of composition, and at a conservative estimate earned the *Advertiser* $75,000 in addition to its original cost and maintenance.

The story of No. 279 is characteristic of the service record of thousands of Linotypes all over the world. Let the dollars-and-cents value of "lasting service" govern your choice. Buy the Linotype — The Machine That Lasts.

CANADIAN LINOTYPE LIMITED
BOND BUILDING, 68 TEMPERANCE STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK	CHICAGO	SAN FRANCISCO	NEW ORLEANS
Tribune Building	1100 So. Wabash Ave.	646 Sacramento St.	549 Baronne St.

Printer and Publisher

July, 1918

IN THIS ISSUE

Canadian Press in 60th Session

List of One-Paper Cities is Increasing

The MacLean Publishing Company, Limited
Toronto Montreal Winnipeg

TINTED ART COVER

IN Tinted Art we have an exceptional cover—exceptional in quality, exceptional in appearance and exceptional in *price*.

Its strong bulking qualities appeal to the eye and the feel of the hand. You can get across orders for booklets, catalogs, folders and inserts where other covers of the same price would fail.

Its delicate tints of sky blue, sea green, primrose, flesh and grey lend themselves to striking single-color printing and classy multi-color work, the kind of work that wins new business.

Made in Suede and High S.C. finishes. Use the Suede for your fine letterpress printing and the High C.S. for the best half-tone work—both take ink dressing perfectly.

You save at least four cents a pound on Tinted Art compared with imported lines of similar quality. This is an item worthy of attention these days.

The price reliability and adaptability of Tinted Art covers—receptive printing surface, uniformity in color and texture—make them the most serviceable and profitable line you can use for the majority of jobs calling for cover stock of good quality.

Our travellers carry a full line of samples—or write in for them direct.

Quick Service.

TRADE MARK

Other Good Covers

Wove Mill
Cashmere
Derby
Fibrestoc

CANADA PAPER CO., LIMITED

TORONTO MONTREAL
WINDSOR MILLS, P.Q.

COLORED PAPERS OF ALL KINDS A SPECIALTY

CANADA'S FAVORITE

BLACK INK

This is Our Specialty

Only Manufacturers of the famous Non-Offsetting Halftone Black.

DOMINION BLACKS DRY WITH A LUSTRE.

VICTORY BLACK

This ink dries at once and you can back up a form immediately.

Give it a trial and watch the results.

"Used in Canada wherever good printing is done."

THE

DOMINION PRINTING INK

AND COLOR COMPANY, LIMITED

128-130 PEARS' AVENUE - TORONTO, CANADA

Stocked and Sold by

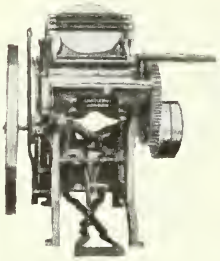
John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Chas. H. Tice,
Manager for Eastern Canada
128 Bleury St., MONTREAL Phone Main, 5124

Say you saw it in PRINTER AND PUBLISHER

Genuine Press Bargains!

First-class Rebuilt Machines Selling at a Sacrifice

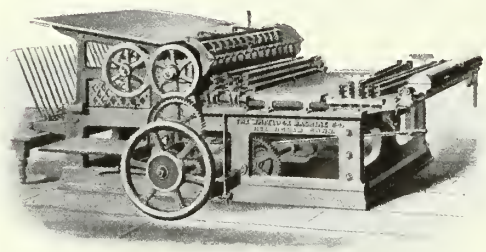


Challenge Gordon 10 x 15
in
First-class condition $175

Westman & Baker Gordons

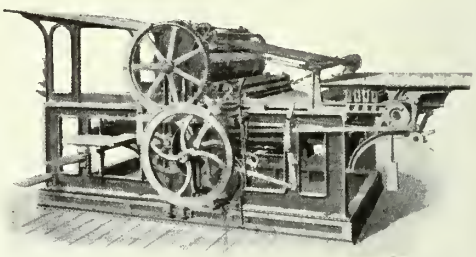
No. 1.	8 x 12	$125
No. 2.	10 x 15	$200

First-Class Newspaper Machines



WHITLOCK TWO-REVOLUTION, rear delivery, bed 35 x 52, capable of handling anything a rear delivery press is built for. Will print a 6-col. quarto paper. Price, $700.

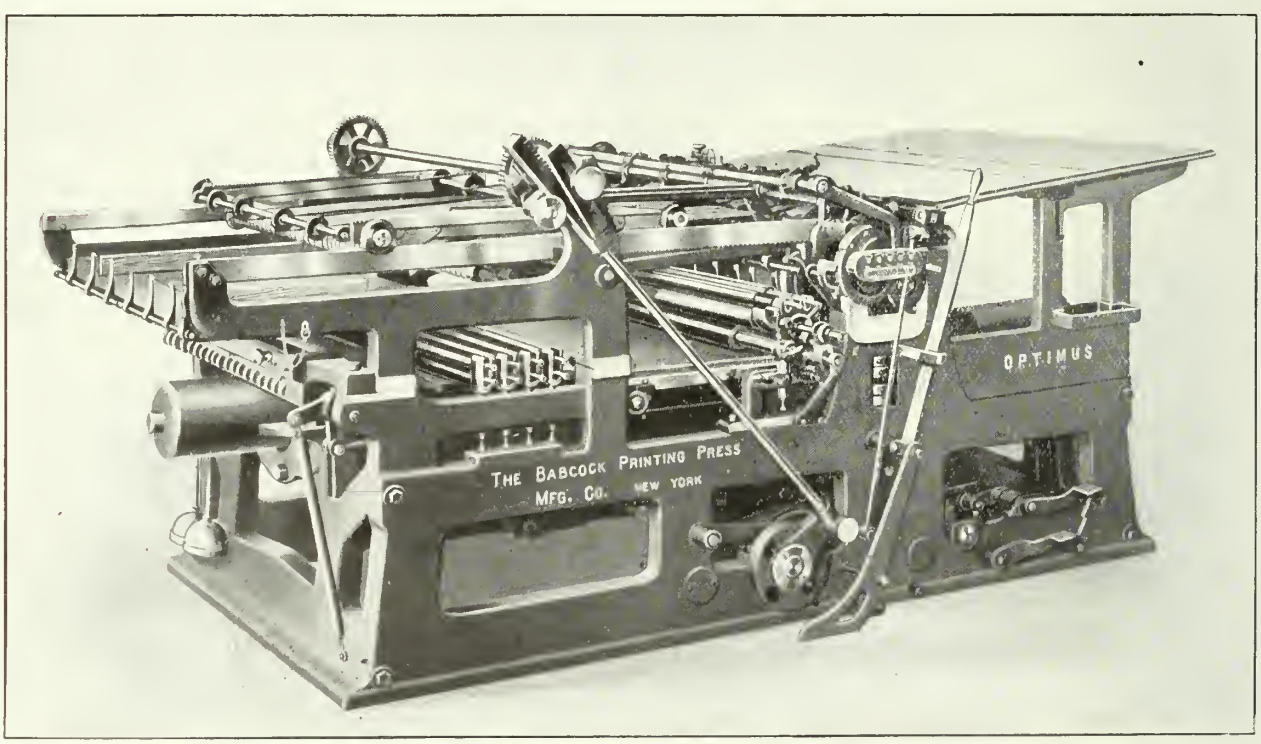
Regular selling price of these machines from $800 to $1,000



CAMPBELL TWO-REVOLUTION, front fly delivery, bed 37 x 52, good condition, overhauled; just the press for country office; easy on power; 4 form rollers; as illustrated. Will print 7-col. quarto. Price, $700.

MANTON BROS., 105 Elizabeth Street, **TORONTO**

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT



BABCOCK PONY "OPTIMUS" PRESSES

Have never been equalled in printing small forms, with big profits.
No. 35 prints a sheet 23″ x 33″ or 22″ x 34″.
No. 41 prints a sheet 25″ x 38″.
No. 43 prints a sheet 25″ x 38″.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT. 38 PARK ROW, NEW YORK CITY.
Miller & Richard, General Western Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba.

Announcement

Following our regular custom at the close of our year's business, June 30th, we will, for the months of July and August, offer at greatly reduced prices our fine stock of

Rebuilt Cylinder and Platen Printing Presses, Bookbinders' Machinery and General Miscellaneous Machinery for the Paper Industry

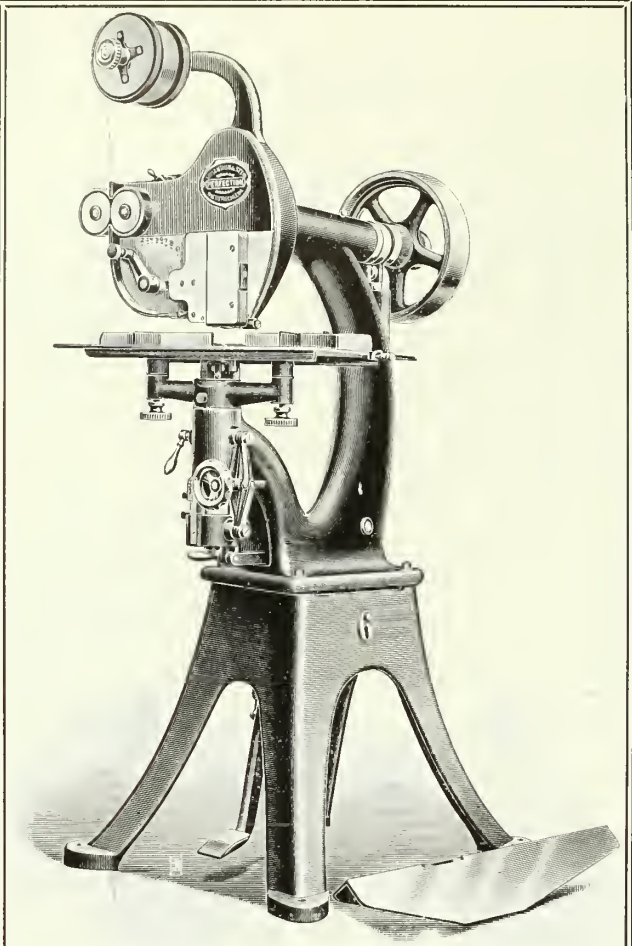
We also offer at very greatly reduced prices several cylinder presses now running in customers' plants which we are replacing with more modern machines. Our prices are so low that you will buy if you require such a machine and will investigate.

All are offered subject to prior sale—our special prices are only for July and August to reduce our stock. Write for details now.

Toronto Type Foundry Co., Ltd.

70 York Street TORONTO | Beaver Hall Hill MONTREAL | McDermott Ave. E. WINNIPEG | REGINA

Say you saw it in PRINTER AND PUBLISHER



Morrison Perfection Wire Stitcher No. 6

THE STITCHER FOR GENERAL UTILITY

Instantly regulated for any desired thickness from 2 sheets to ⅞ inch.

The **Morrison Stitcher** has been in use for thirty years. Exclusive improvements added from time to time have kept this machine in the front rank of efficiency.

THE MORRISON STITCHER

will take round wire 20 to 28 gauge, or any combination of flat wire between these sizes.

THIS MACHINE

cannot be put out of order by ignorance or mistreatment.

Write to-day for booklet and full information regarding this Stitcher.

THESE MACHINES CARRIED IN STOCK

The J. L. Morrison Co.

445-447 King Street West - - TORONTO

IMMEDIATE DELIVERY OF GOSS

NEWSPAPER PRINTING PRESSES

NEW PRESSES

One 32-page Goss high speed, 4-decker, two-plate wide with top deck combination for three colors or black printing, 22¼ in. column.

REBUILT PRESSES

One 32-page Goss half-tone and color magazine press, for page 10½ in. x 14 in.

One 28-page Goss 3-roll, 3-decker press for black printing, 22¼ in. column.

We also have, thoroughly overhauled and rebuilt:—

One Hoe 40-page press for black printing, 22¼ in. column.

Further Information on Request.

The Goss Printing Press Co.

1535 So. Paulina St. - Chicago, Ill.

Miller Feeders

and

Miller Saw-Trimmers

the two biggest profit producers for printers

For descriptive matter and prices ask

Toronto Type Foundry Co.

LIMITED

Toronto Montreal Winnipeg

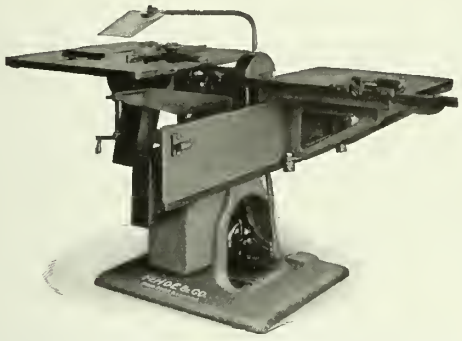
Exclusive Dominion Selling Agents

PRINTERS AND PUBLISHERS

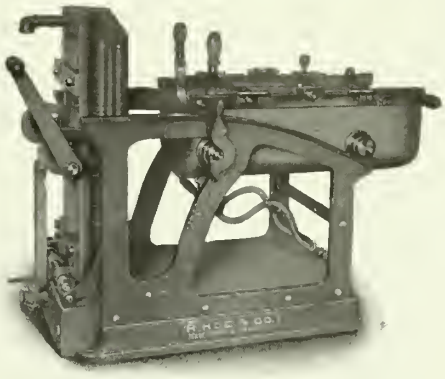
When in New York are Cordially Invited to Visit Our Factory and Inspect Some of

OUR NEW AND IMPROVED

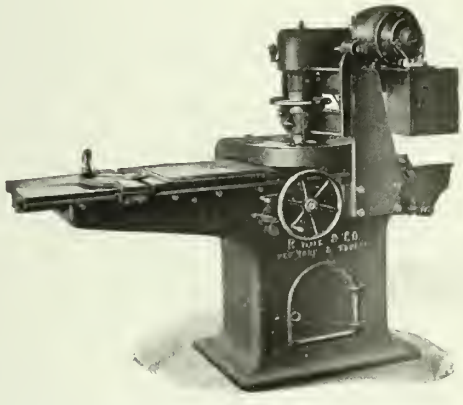
Curved and Flat Plate-Making Machinery



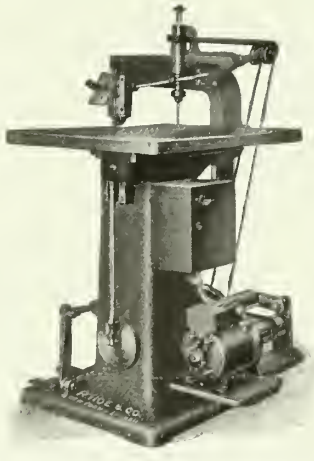
New Mono-Rail Combined Saw Table and Trimming Machine. The Fastest and Easiest Running Machine Made.



New Duo-Cooled Equipoise Curved Casting-Mould. The Last Word in Plate-Casting.



New Beltless Type-High Rotary Planer With Table on Roller Bearings and Many Other New Features



New Improved Combined Jig-Saw and Drilling Machine. An unusually Substantial Machine. Free from Vibration.

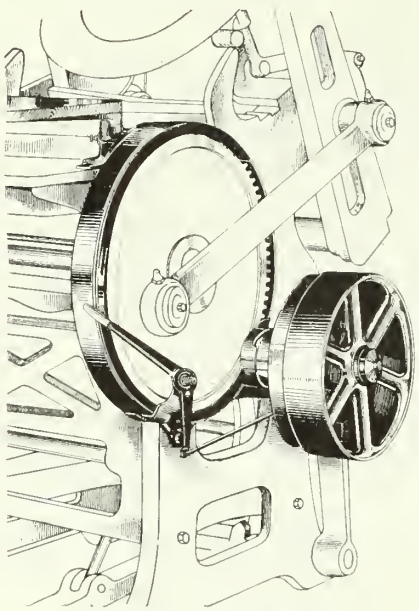
There is nothing in the line of Printing and Plate-Making Machinery which R. Hoe & Co. cannot make at least a little better than anyone else and at the lowest price consistent with the highest grade of workmanship and materials.

Quality—Efficiency—Reliability

R. HOE & COMPANY, 504-520 GRAND STREET NEW YORK

BOSTON, MASS., 7 Water Street
CHICAGO, ILL., 544-546 South Clark Street
MONTREAL, CAN., 120 St. James Street
LONDON, S.E., ENG., 109-112 Borough Road

Hundreds of Printers Have Joined the Army



Complete with Gear Guard
Exclusively for C. & P. Presses

of satisfied users of

THE HORTON
VARIABLE SPEED PULLEY

Used by most every high-class printer in Canada and U.S.

It increased speed of press and production of plant; protects life of operation and profits of employer. Press can be placed under perfect control at all times.

IT FITS THE SPEED FOR EVERY NEED

For sale by **Toronto Type Foundry Co., Ltd., Toronto, Montreal, and American Type Founders Co., Winnipeg.**

Write for our trial offer and prices.

Horton Manufacturing Co.
MINNEAPOLIS, MINN.

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies

Bonds · Diplomas Checks Charters ·

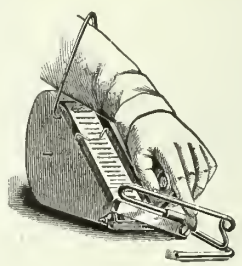
Goes Corporation Record

also

Lithographed Calendar Pads

GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.

· SAMPLES ON REQUEST ·



THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Three famous Companies in One

Whitlock
U.P.M.
Potter

NOW THE

Premier Printing Machinery Company

WHITLOCK—U.P.M.—POTTER! For years they've been leaders in the printing-press field.

Each widely known for profitable performance. Each the highest development in its line.

Now—through the union of the WHITLOCK Printing Press Manufacturing Co., UNITED Printing Machinery Co. and POTTER Printing Press Co. into the

Premier Printing Machinery Company

there is created a *single* organization, combining ALL the skill, experience, facilities and resources of these *three* famous firms. Producing under the trade-name

PREMIER

a comprehensive line of time-tested machinery for the Printing, Publishing and Lithographing trades.

And effecting far-reaching improvements in design and construction that benefit every purchaser of PREMIER machines.

The same executives and employees whose efforts won your patronage in the past will co-operate in deserving even more of it in the future.

THE PREMIER LINE

Premier Two-Revolution Press
Premier Whitlock Pony Press
Premier Drum Cylinder Press
Premier All-size Sheet-feed Rotary Press
Premier Potter Rotary Offset Press
Premier Potter Lithograph Press
Premier Potted Rotary Tin Printing Press
Premier Vacuum Bronzer
Premier Automatic Feeders

United Machine & Press Company

Sales Agents for
THE PREMIER LINE

Main Offices
100 Summer Street
Boston, Mass.

New York
Chicago
San Francisco
Atlanta

SUMMER ROLLERS

If you have not already ordered your Summer Rollers, you should do so at once. Every pressman knows that the winter rollers will not stand the higher temperature of the summer months.

OUR PLANT IS COMPLETE

WE CAN GIVE YOU PROMPT SERVICE

Canada Printing Ink Co., Limited

15 Duncan Street -:- -:- Toronto

Chapman Electric Neutralizer

Is in successful daily use on more than

6000 Printing Presses

THE amount of paper wastage it has eliminated in the last two years has paid its users several times what it has cost them. And that is only one of its many advantages. Send for list of users, which probably includes some of the successful printers you know.

United Machine & Press Company

SALES AGENTS

Main Offices: 100 Summer Street, Boston, Mass.

New York Chicago San Francisco Atlanta

THE INLAND PRINTER

The Leading Journal of the World in the Printing and Allied Trades.

Every issue contains practical and helpful articles and specimens that can be used by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines—

A STORY—Interesting and often humorous with a moral.
EDITORIALS—Valuable and lively on timely subjects.
CORRESPONDENCE—Questions answered and troubles in general solved.
COLLECTANEA TYPOGRAPHICA—Short comments on the literary and historical sides of printing.
PROOFROOM—Questions pertaining to proofreading discussed.
BOOK REVIEW—A digest of the latest and best works.
JOB COMPOSITION—In this department problems of job composition are solved and numerous illustrations are shown in colors.
SPECIMENS—Under this head booklets, circulars and other specimens of printing are briefly reviewed and illustrated.
THE PRINTER'S PUBLICITY—A review and constructive criticism of printers' advertising.
COST AND METHOD—Especially valuable to the employer.
PROCESS ENGRAVING—Queries regarding process engraving are answered and suggestions and experiments exploited.
PRESSROOM—The art of presswork discussed in detail.
NEWSPAPER WORK—Detailed description and helpful hints on all phases of this subject are given for the aid of publishers.
MACHINE COMPOSITION—The linotype machine and its product are discussed for the help of the operator and machinist.
TEACHERS' ROUND TABLE—A discussion of the various phases of teaching printing and of the problems confronting the instructor.
TRADE NOTES—Brief mention of men and events associated with the industry published under this heading.
ADVERTISEMENTS—The advertising section is a directory of representative American manufacturers and supply houses.
INSERTS—Four to eight pages in colors each month.

Published monthly. Subscription price, $3.00 per year; $3.50 in Canada; $3.85 foreign.

THE INLAND PRINTER, 632 SHERMAN STREET CHICAGO, ILL., U.S.A.

Exclusively—
Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y. *Write*

Electrotyping and Stereotyping

Quick and Efficient Service

Fire recently forced us into new premises in the Douglas Building, opposite our old premises. **Better equipped than ever.**

Toronto Electrotype & Stereotype Company, Limited

122 Adelaide Street West, Toronto

L. D. 'Phone Adelaide 1638 — R. C. ELDER, Manager.

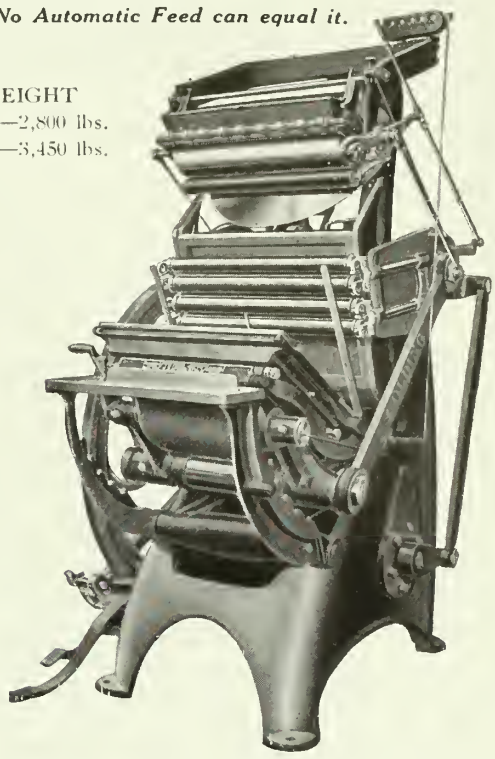
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools

Canadian Agents: Stephenson, Blake & Co., Toronto: Geo. M. Stewart, Montreal.

INTRODUCING

Caxton Buckram

A JUNIOR LIBRARY BUCKRAM

—the newest member of the HOLLISTON BOOK CLOTH family, made to meet the present urgent need of a medium-priced, high-grade binding.

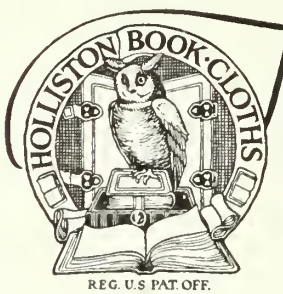
—an exclusive HOLLISTON product—distinctive in weave and finish.

—except for its lighter weight it embodies all the qualities of HOLLISTON LIBRARY BUCKRAM.

—is a strong, wear-resisting fabric with solid, dyed colorings and smooth finish, practically mar-proof. Easily stamped and worked in the bindery.

—an excellent material for library and law books, catalogs, directories, text-books, reference books and loose-leaf binders.

Sample books of HOLLISTON Caxton Buckram *are now ready for distribution. Send for your copy.*



The Holliston Mills
Norwood, Mass

SOLE CANADIAN AGENTS:

THE WILSON-MUNROE CO., LIMITED
TORONTO, ONTARIO

TO THE PAPER RULERS, PRINTERS, PUBLISHERS & LITHOGRAPHERS—BLANK BOOK MANUFACTURERS—WHOLESALE PAPER DEALERS—MANUFACTURING STATIONERS—AND CARD INDEX MANUFACTURERS OF THE DOMINION OF CANADA:—

The *Printer and Publisher* of Toronto says: "The Military Act is no respector of persons. The skilled operator—compositor—pressman—book-binder, and paper ruler—in hundreds have been called to the colors. How will their places in the shop be filled? how will adequate production be maintained?"

One earnest answer is to be found in the installation—in every possible instance—of labor-saving devices wherever approved machinery in that line has been developed.

In the supremely important field of Ruled Paper with its thousands of varied forms of ruling—that ramify into every transaction of commerce and trade—we are able to tell you the way that your seriously depleted man-power and your increasingly restricted production can be brought back, almost—if not entirely—to normal. It is by the installation of the most efficient—most rapid—most accurate Paper Ruling Machine ever produced—and produced at a time when most urgently needed.

The Lindbladh Paper Ruling Machine makes possible an average increase in production of 100%—together with a 100% improvement in the character and accuracy of the Ruling. These results—almost unbelievable—are not based on ruling so-called intricate work—for on that class of work we show an increase in production of 200% to 300%. It is on your ruling just as it comes from day to day—simple and complex—long runs and short runs—the *average* increase we say—is 100%.

These are not simple optimistic claims made for a new machine—they are from the letters of testimony rendered by institutions qualified to speak from experience—from the actual results daily obtained from the operation of the machine.

The advent of a Paper Ruling Machine—or any machine—100% more efficient—is a tremendous aid, in our mutual distress of decreasing man-power and of the serious handicap under which we all are laboring not only to *maintain* but to increase—production. This machine will do it.

THE LINDBLADH CORPORATION

Manufacturers of Paper Ruling Machines

40 COURT STREET

BOSTON, : : MASS.

INCREASING POPULARITY

Earnscliffe Linen Bond is in tremendous demand to-day, due to the fact that the quality ensures first-class results and at a price that meets a popular demand.

It is as popular with consumers in its grade as

SUPERFINE LINEN RECORD

when the very best is desired.

Earnscliffe Linen Bond

Ask for samples.

THE ROLLAND PAPER CO., LIMITED

Head Office:
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High-Grade Paper Makers

Mills at St. Jerome
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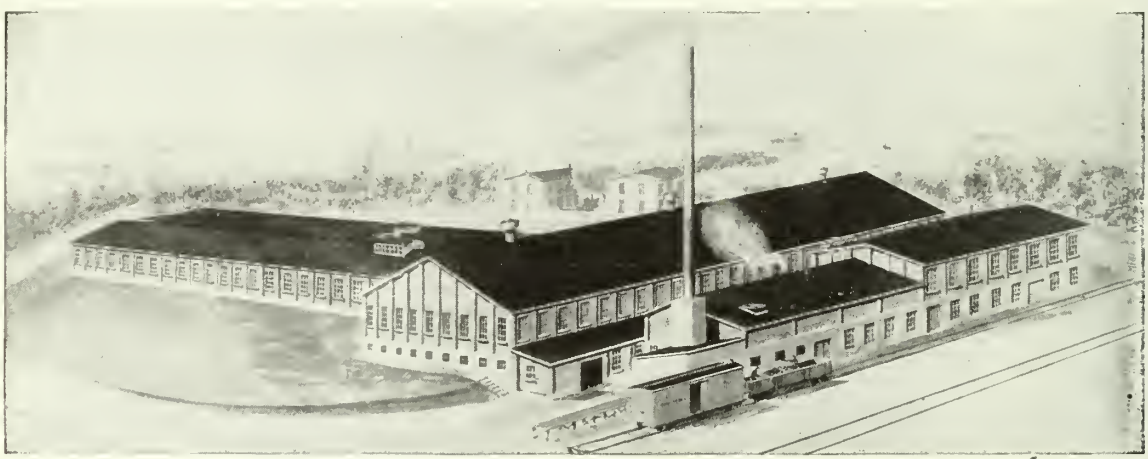

Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

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"The Better Machine"

by placing an order June 12th for

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This is the largest single order ever written for three-magazine composing machines.

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Printers' Rollers
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TRIBUNE BOND

THE BEST BOND ON THE MARKET AT THE PRICE

Reams 26c. Cases 25c.

CARRIED IN WHITE ONLY IN ALL REGULAR SIZES AND WEIGHTS

Let us send you samples

UNITED PAPER MILLS LIMITED
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PLACE ORDERS NOW!

Anticipate Your Requirements for Paper, Box Boards and Specialties.

Manufacturers of paper products are confronted with increasing difficulties in meeting demands. Scarcity of labor, scarcity of raw products and facilities for manufacture handicap the output of the mills. You should place your order now to ensure future delivery in reasonable time. By ordering now you help the situation and help yourself.

Let us know your requirements of the following lines:

Bonds
Book Papers
Coated
Plain and Coated Blanks
Bristols
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PAPER SALES LIMITED
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The Facts in the Case

The Monotype cuts out the costly, non-productive time in the composing room.

The Monotype reduces the cost of the work done in the productive time.

The Monotype reduces the overhead cost.

The Monotype reduces composing-room waste.

The Monotype removes composing-room worries.

The Monotype increases the output of both composing and press rooms.

The Monotype increases the real efficiency of every compositor.

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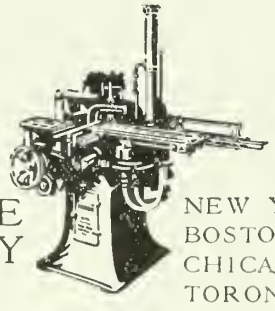
MONOTYPE COMPOSITION AND NON-DISTRIBUTION

make the modern composing room a pleasanter place to work in and a more profitable part of the business, because they eliminate all the disagreeable and wasteful operations, retaining only the profit-producing ones, and increase the efficiency of each. They have produced a Complete Revolution in the method of handling composition and made it easier and more profitable.



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PHILADELPHIA

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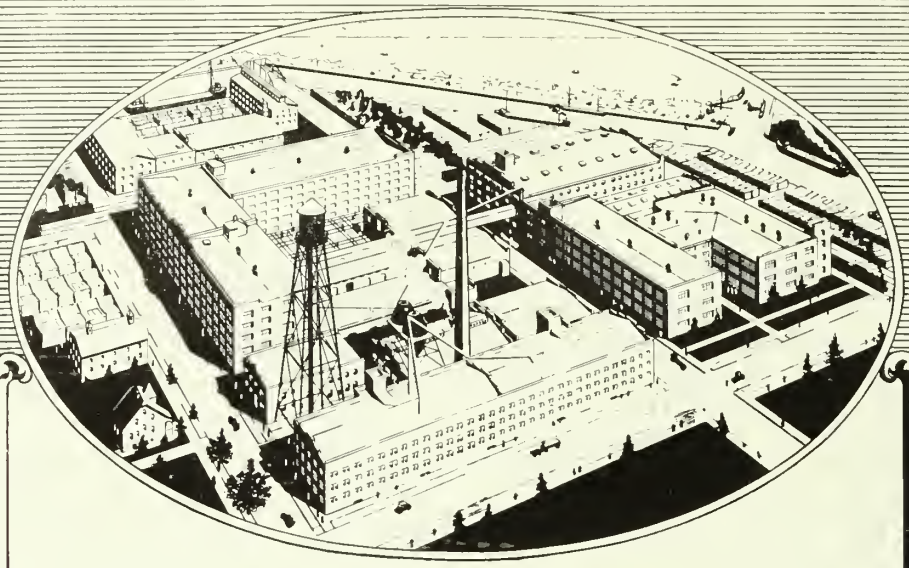
BOSTON, Wentworth Building
CHICAGO, Plymouth Building
TORONTO, Lumsden Building
SAN FRANCISCO, Monotype Company of California

184

This advertisement is composed in Monotype No. 38 Series and Monotype Rule



Stop Waste

THE elimination of waste in printing plants is a necessary move in the saving of man-power which is so essential at the present time.

Lost motion, needless steps and confusion can be greatly reduced by the use of Hamilton Wood and Steel Equipment in the various departments of the printing plant.

The installation of this modern furniture properly supervised by efficiency engineers trained to the work will save time and increase profits.

It will pay you to have an efficiency engineer make a survey of your plant and report on the possibilities of saving. He will submit plans for accomplishing results that will astonish you. Arrange to-day to have an efficiency engineer call on you.

New bulletin of Labor-Saving Type Cabinets now ready.

Hamilton Equipments carried in stock and sold by all prominent typefounders and dealers everywhere.

THE HAMILTON MFG. CO.

Main Office and Factories:
TWO RIVERS, WIS.

Eastern Office and Warehouse:
RAHWAY, N. J.

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York Street; Montreal, Beaver Hall Hill. Ern. J. Goodland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.; Anglo-Canadian Type and Printing Machinery Co., Ltd., corner Spadina and Adelaide, Toronto; 672 Connaught Ave. Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER
Devoted to the Interests of the Printers and Publishers of Canada

HE TOOK THE BACON TO WOODSTOCK

THE C. P. A. paid a neat tribute to W. J. Taylor, of the Woodstock *Sentinel-Review* when it made him president for the 1918-19 season.

If one were asked to characterize W. J. Taylor, the new president of the C. P. A., by a single word, he would probably think first of "energetic." He might be described as a centre of energy. In brain and body he is constantly active, always planning, always striving to realize. His rule of life seems to be always doing something and to be doing it with all his might. He regards nothing as finished, but everything in process of development. When he began his newspaper career, away back in 1892, as editor and publisher of the Tweed *News*, he applied himself with all his energy to his task. It was only a small weekly paper, but his aim was to make it the best weekly paper of its class, and whether he was collecting village personals or editing country correspondence or seeking to appease the proverbial "irate subscriber" he went at the work as if it were the most important thing in the world to be done at that particular time. He remained in Tweed till 1899, producing every week as good a weekly paper as conditions would permit, and then he received a call to a wider field. He became circulation manager of the Montreal *Herald*. It was a big jump from a village weekly to a metropolitan daily, but he took the hurdle gracefully, and made good. Within the first year of his service with the *Herald* he was promoted to the position of business manager. He remained with the *Herald* till 1903, when he took charge of the Woodstock *Sentinel-Review* as managing director. That position he occupies to-day, and it is in that position that he has found, so far, the fullest scope for his genius and his energy. He found in the *Sentinel-Review* when he came to it a well established newspaper with an honorable reputation behind it and a promising future in front. The late Andrew Pattullo was a journalist of very high order. So was his brother, the present Registrar of Oxford, and both of them had contributed generously of their fine ability to the making of the *Sentinel - Review* so that when Mr. Taylor took hold it was already in the front rank of the papers of its class. Nevertheless there is a great difference between the *Sentinel - Review* of 1903 and the *Sentinel - Review* of to-day, and the difference is all to the credit of Mr. Taylor.

W. J. Taylor attended the C.P.A. for the 25th time and landed the bacon for Woodstock.

Mr. Taylor's idea of a model paper is that it should give all the news that is fit to print, that it should give it accurately and attractively, without prejudice or misleading color. The newspaper's own opinions would be restricted to the editorial page, and these opinions should be characterized by intelligence, reasonableness, independence and sincerity. He has not much taste for the kind of work required of a party organ. He realizes that

under existing conditions there must be party organizations and party papers, but he would reduce the partisanship of the newspaper to a minimum and would strive for the greatest measure of independence possible within party lines, while conditions demanded the recognition of party lines. Under special circumstances, and in the face of great emergencies, he would not hesitate to blot out the party lines altogether, for the time being. So in the last election, the Union Government being the issue, the *Sentinel-Review* supported a Liberal in North Oxford and a Conservative in South Oxford, and did not think it necessary to apologize for inconsistency.

Mr. Taylor's activities are not restricted to the *Sentinel-Review*. He is the publisher of a very excellent magazine, *Rod and Gun*. He is an active member of the local board of trade, and devotes a good deal of his time to local affairs. His work in connection with the Canadian Press Association is known to all its members.

Personally he is a most likeable man. Strong in his own opinions, and emphatic at times in his expression of them, quick to see an opening and keen in his retort, there is an underlying sense of justice and fairplay in all his dealings. He knows not only how to reason but to listen to reason, and he is unfailing in his respect for the rights of others. He appreciates good work wherever he finds it. In his personal relations he is capable of generosity to the point of extravagance; but he would probably be astonished if anyone were to tell him so.

Letter to the Editor

The Editor,

PRINTER AND PUBLISHER, Toronto.

Dear Sir,

In reply to Mr. R. J. Richardson's letter "Here's a real business tonic free" we beg to point out that Mr. Richardson's imagination is evidently more to be relied upon than his memory.

As we are evidently the editor referred to we beg to point out one or two inaccuracies:

1. Our supposed reply of "Never," "Couldn't get away with it," etc., is absolutely—inaccurate, to be polite. We have every intention of raising our prices in our own good time, but not at the dictation of anyone else.

2. "The same publisher" is not paying 16 cents for ready print, nor did we give Mr. Richardson any information as to our business either privately, or for publication; we certainly understood our visit to have been entirely a friendly and private one and never expected to have it so grossly misrepresented.

3. We have no intention of challenging Mr. Richardson's statements as to his own business and wonderful success since he has taken over the Treherne *Times*, but we would like to suggest that

4. Mr. Richard is an American.

5. Q. E. D.

Yours faithfully,

(Mrs.) K. H. Langridge, Editor.

"Get Together" Dinner

One of the most interesting and pleasant events of the past month took place at the Engineer's Club, New York, on the evening of June 10, the occasion being the "Get Together Dinner" of the executive staff of the Mergenthaler Linotype Company and department heads of the company's works at Brooklyn.

M. W. Morehouse, superintendent of the Brooklyn works, was the toastmaster of the evening. P. T. Dodge, president of the company, in a review of the development of the linotype paid a graceful compliment to the skill of the men who had conquered all difficulties and made possible that which had been declared impracticable. Norman Dodge, general manager, recounted his experiences abroad with particular reference to the satisfactory manner in which the linotype sustained its reputation in foreign countries under the most adverse conditions of climate and bad usage.

A number of other speakers made addresses and the evening concluded in general discussion interspersed with songs by the Columbia Quartette.

Using the Sawdust.

The very great shortage of paper, ground wood and sulphite in Great Britain has resulted in a renewed interest in utilizing sawdust as a paper-making material.

War necessities have resulted in the cutting of timber to an extent from Britain's forests not heretofore known, with a corresponding increase in the amount of sawdust available.

The Donside Paper Mills have finally solved the problem of producing sawdust pulp on a commercial basis.

The Aberdeen *Evening Express* and the Aberdeen *Free Press* are both now being printed on what is spoken of as sawdust news print paper.

The paper manufacturer states that he gets a satisfactory result from the use of 30 per cent. of waste materials, 35 per cent. of imported wood pulp, and 35 per cent. of sawdust pulp.

It is estimated that for the ensuing year approximately 10,000 tons will be contributed as paper-making material from sawdust for the ensuing year.

It is well known that experiments are being conducted in this country with a view to using sawdust in the manufacture of newsprint paper, and those engaged in these experiments are confident of its ultimate success.

Editor Gets Appointed.

Among the recent appointments to the Legislative Council of New Zealand, the second chamber of that country, is the name of Mr. William Henry Triggs, editor of the Christchurch *Press*. Mr. Triggs was in Toronto in the fall of 1910, on his way home from the journalistic convention in London, and delivered a most interesting address before the Canadian Club. He was president of the New Zealand Institute of Journalists in 1900-1. He was born in Chichester, England, in 1855, and went out to New Zealand in 1878. There he commenced his journalistic career. He has traveled largely and is a man of strong progressive intelligence and has taken an important part in the political thought of his country.

The Acton *Free Press*

The Acton *Free Press* has started on its forty-fourth year, and the present publisher, H. P. Moore, has been in charge for forty of these years. The Acton *Free Press* has a distinct personality, and one that is not easily put down or steam rollered. Popularity or the easy course has been often a matter of indifference to H. P. Moore in the decisions he has made, and the efforts he has put forth in following these out. He has had rough times and pleasant ones, but through it all the public has always known that the columns of the *Free Press* were not purchasable, and his paper has been kept in an enviable position as a result.

Mr. Moore keeps his paper up to a standard and that standard is high. The printing is good, the typography well done, and there is an appearance of deserved prosperity running through the *Free Press*.

In the anniversary number the *Free Press* publishes a list of graduates of that office, 39 in all, tracing the progress each has made since leaving the establishment.

Says She Was Libelled.

Ogden Mills Reid, publisher of the New York *Tribune*, Adolph S. Ochs, publisher of the New York *Times*, Errol Hart, assistant night editor of *The Tribune*, and John H. Paine, night city editor of *The Times*, were indicted by a county grand jury charged with having published in their papers a criminal libel against Mrs. William Randolph Hearst, wife of the publisher of the New York *American* and the New York *Journal*. Mrs. Hearst, who is chairman of the Social Welfare Committee of the Mayor's Committee of Women on National Defence, complains of the publication by the papers of articles about her activities in that capacity in whch a woman was quoted as saying she was pro-German.

Bail for the defendants was fixed at $1.000 each.

Good Business

The Brantford *Expositor* developed a page of extra business on the Telegram idea, which was illustrated in the May issue of PRINTER AND PUBLISHER. Twelve ads. are sold for the page, being telegrams from "satisfied customers," etc. In the *Expositor's* page the lines of business represented are:—Cleaners, druggist, music stores, insurance, bicycles, tailors, plumbers, etc.

Quits the *Times*.

T. J. Grein, one of the principals in the recent trial of Noel Pemberton Billing, M.P., for criminal libel, has resigned as dramatic critic of the London Sunday *Times*, a post he held for more than twenty years.

Book Room Affairs.

Rev. Dr. Wm. Briggs reported to the Methodist conference that the Book Room had a record year with a turnover of $923,000, and sales of $368,000, an increase of $92,000. Sales of the new hymn book totaled 126,000 at $80,000.

"We have had to raise wages to meet the increased cost of living," said he. "We made wage increases of $31,000 last year, an increase varying from 25 to 33 1-3 per cent."

The Book Room had been hard hit for labor, over 100 of its 350 employees having gone to war.

In addition to higher wages, materials had cost $55,000 more. The Book Room in its two buildings burned 2,600 tons of coal.

The old Book Room on Richmond street was being held until the real estate market improved. It was valued at $600,000. The new building on Queen west had cost $822,000, but was built strong enough for five storeys on top of the present five.

Net profits, he intimated, were about $30 000, of which $15,000 went to the Superannuation Fund.

A new edition of the new hymn book words and music, was to be issued with larger type at a $2 price.

J. F. Ellis moved a resolution of congratulation to Dr. Briggs. "I want to warn him that he will find this year harder than last, and the higher cost of living demand a wage increase of at least 50 per cent.," he said. The motion was carried.

Well, This Is Nice.

London *Advertiser*: We congratulate Mr. W. J. Taylor on his election to the presidency of the Canadian Press Association, and the association itself on his appointment. Mr. Taylor, who is editor of the Woodstock *Sentinel-Review*, and *Rod and Gun*, is one of the livest and most popular newspaper men in the country.

Good Printing

In connection with the gathering of the Ontario Conference of Typographical Unions in Brantford recently, the *McBride Press* of that city turned out some creditable work in the form of menu cards and official menu and welcome. The press work on all the specimens is creditable, the impressions being nicely taken. The composition is also of a high order, the type faces blend well and the rule work used is well done. This binding and tying has also been well executed.

The officers and members of the Brantford Union, who were largely responsible for the success of the gathering, are given as follows: C. H. Whitehead, president; George A. Ward, vice-president; James Cooper, secretary-treasurer; W. B. Shaw, Recording Secretary; M. H. MacBride, sergeant-at-arms; W. T. Downey, journal correspondent.

Board of auditors, W. D. Reeves, Arch. Paterson, Geo. Moore.

Board of trustees, George Crooks, Geo. A. Ward, James Finch.

Members: R. G. Scott, C. Grierson, F. Carter, J. Mullin, S. Steedman, W. Waring, C. R. Seggie, Frank Cassidy, E. Harris, Mrs. M. O'Neill, Geo. T. Humble, A. Brooker, Ernest Heatley, J. Ryan, M. Messecar, J. Miller, F. Bayliss, H. Hamilton, J. W. Watkins, C. Johnson, J. E. Partridge

Arbitration committee, W. D. Reeves, Arch. Paterson.

Bay of Quinte Association.

A meeting of the Bay of Quinte Press Association was held at Toronto. Thomas Gowans, assistant to the manager of the C.P.A., gave an address on "The Editorial in the Weekly Newspaper," following which a discussion took place. Members present were:—A. E. Calnan, the *Gazette*, Picton; Jas. Currie, the *News Argus*, Stirling; E. S. Bennett, the *Leader*, Stirling; C. G. Young, the *Courier*, Trenton; A. H. Watson, the *Review*, Madoc; H. W. Sabine, the *Herald*, Marmora; O. M. Alger, the *News*, Tweed; and J. O. Herity, the *Ontario*, Belleville.

The following officers were elected:

President, A. E. Calnan; vice-president, C. G. Young; secy. treas., J. O. Herity; executive, O. M. Alger, H. W. Sabine and E. J. Pollard.

A resolution was unanimously carried expressing the sense of loss felt by the Association on account of the death of the honorary president, Hon. Sir Mackenzie Bowell, so long and honorably identified with journalism in the Bay of Quinte district. The president gave an excellent address on "The Country Correspondent" whom he considered an essential part of the staff equipment of every rural newspaper. Mr. Calnan told his methods to interest and secure the co-operation of capable correspondents and gave much valuable information to the members.

Canadian Press Board.

At the annual meeting of the Canadian Press, Limited, directors were elected as follows:

Nova Scotia.—G. Fred Pearson, Halifax *Chronicle*.

New Brunswick.—John T. Hawke, Moncton *Transcript*.

Quebec.—J. N. Chevrier, *Le Devoir;* C. F. Crandall, Montreal *Star;* and E. F. Slack, Montreal *Gazette*.

Ontario.—John R. Bone, Toronto *Star;* John F. MacKay, Toronto *Globe;* E. Norman Smith, Ottawa *Journal-Press;* Irving E. Robertson, Toronto *Telegram*, and W. J. Southam, Hamilton *Spectator*.

Manitoba.—E. H. Macklin, Manitoba *Free Press;* R. L. Richardson, Winnipeg *Tribune*.

Saskatchewan.—W. F. Herman, Saskatoon *Star*.

Alberta.—M. R. Jennings, Edmonton *Journal*.

British Columbia.—F. J. Burd, Vancouver *Province*.

The directors elected these officers:—President, E. F. Slack; 1st vice-president, E. H. Macklin; 2nd vice-president, G. Fred Pearson; secretary, C. O. Knowles, and assistant secretary, J. F. B. Livesay.

Editors Overseas

It has been announced that the following will compose the party of representative Canadian newspaper men who will proceed to England as guests of the British Government, to make an extended survey of the old country under war conditions and also a tour of the Western front:

W. R. Curdy, the *Herald*, Halifax, N.S.; J. L. Stewart, the *World*, Chatham, N.B.; Adjutor Savard, *Le Soleil*, Quebec; Noal Chasse, *L'Evenement*, Quebec; Hon. Frank Carrel, the *Telegraph*, Quebec; A. R. Penny, the *Chronicle*, Quebec; Hon. Smeaton White, (in England) the *Gazette*, Montreal; Fernand Rinfret, *Le Canada*, Montreal; Charles Robillard, *La Patric*, Montreal; Oswald Mayrand, *La Presse*, Montreal; Norman Smith, the *Journal*, Ottawa; W. R. Givens, the *Standard*, Kingston; J. S. Douglas, *Mail and Empire*, Toronto; F. D. L. Smith, *News*, Toronto; W. J. Southam, *Spectator*, Hamilton; A. E. Miller, *Free Press*, London; John Weld, *Farmers' Advocate*, London; E. H. Macklin, *Free Press*, Winnipeg; R. J. Richardson, *Tribune*, Winnipeg; W. F. Kerr, *Herald*, Regina; W. A. Buchanan, M.P., *Herald* Lethbridge; J. H. Woods, *Herald*, Calgary; M. R. Jennings, *Journal*, Edmonton; W. C. Nichols, *Province*, Vancouver; and J. F. B. Livesay, (Secretary), Winnipeg, Man.

Learned By Experience.

From the Prescott *Journal*: Editor Ross of the Winchester *Press*, one of the best weekly papers in that section, comments thusly: "The editor of the Prescott *Journal* has got into trouble because he published an article criticising somewhat severely a town official. The article, as we understand it, was simply repeating in the public press what many of the leading business men of that town expressed privately or in groups. It so very often happens that an editor in a small town is urged by leading men to take up a question of public complaint and expose it or to "show up" an erring or incapable town official. But when the article is published and a "hornet's nest" of opposition is stirred up, where does the editor generally find himself? Do the men who urged the exposure or criticism come forward and stand at the back of the editor? Not very often. They privately tell him that he has done the right thing, but they publicly leave him alone to face the music. The *Press* has on several occasions been asked to take up certain questions of local interest and "expose" certain transactions and certain persons. But when the party making the request has been asked if he will become sponsor for such an article, or sign his name to it, it becomes another question. This is the lesson the Prescott *Journal* has learned."

The Buckinghamshire *Free Press* and the Middlesex and Buckinghamshire *Advertiser* are to be raised from 1½d. to 2d.

Up to date 750 daily and weekly newspapers have raised or are about to raise their prices.

IMPROMPTU SESSIONS IN THE ROTUNDA

Where Real Heart Throbs Had Their Fling.

THERE are always sessions and sessions at the meeting of the Canadian Press Association. There are the sessions for the daily section, for the weekly brain whackers, and for the trade and class outfit. These meetings have programmes, and it is the endeavor of the chairmen to steer by the printed page. As a general thing he succeeds fairly well in so doing. But there's something rather cut and dry about all this. A man may be a whale of a writer and yet not much of a hand to get up on his hind legs and address the chair. He may have a whole head-full of top-page ideas, but may lack the spunk to spring them on the rest of the assemblage. There's something of the clinging-vine type about the real good newspaper man. He's apt to think that his own views are of the six-point type, while as a matter of fact they may be in the 72-point variety. And so it is that the real heart-to-heart talks don't always take place behind the closed doors of the Association.

The corridor of the King Edward was the place where the real sob stuff took root and grew. It was there that the publishers shook hands and got real burdens off their backs. There were quiet little talks, and they spoke of all things from cabbages to kings, and from the price of No. 8 envelopes to the share of the Victory Loan advertising they were able to lassoo during the last campaign.

The rotunda and the corridor were the spots where the heart to heart stuff took root and sprouted.

How It's Done There

One chap from the West told an interesting yarn about making a living from a paper published in a town of 250. And when the count was taken all were willing to admit that the Westerner had the best experience of the whole love-feast.

He wasn't very talkative about it, but the story came out, as stories will when cigars make the atmosphere blue, and when the nearness of kindred hearts makes it mighty easy to cough up a whole lot that never should get into print.

"Tell us how you do it," was the simple little way in which the story originated. A man making enough money to keep body and soul together in a town of 250 people was quite a sight for the Easterners to gaze upon.

"Well, I can't say that there's very much to tell," was the response. "I've been out West for ten years. This is my first trip East, and I want to go back again—I mean to the West. A town of 250 doesn't sound very big here, but let me tell you this, that there's a chap not a great distance from me in my land who's running his paper in a place with not many over a hundred on the counting sheet. Of course there's not a great deal of business, but things are a pretty fair price. Two bits doesn't look as big there as it does here. There are a few stores, and they advertise fairly well. Then there is a good season for sale bills every year. I get not far off five dollars for the quarter sheets, which is quite a lift from the one-fifty that used to pass when I was in an office in an Ontario town. There are a good many sales along in the fall of the year, and there's not much changing to do in the bills. Then a number of the farmers are naming their places, and they use the printed paper and envelopes. That business is developing more in the West than it is in Ontario and the East, and it all helps to keep the thing going. But we have one source of revenue that the people down here know nothing about," he concluded, "and that is the advertising that is done to recover the strayed and lost—sometimes stolen—cattle. That runs into a good amount in the course of a year. Oh, yes, I can make a living in my town of 250," and with the usual optimism that springs in the alkali belt, he added, "but it will be a bigger town than that soon."

Well, they all agreed that it was a good thing that these cow cattles persisted in wandering off and losing themselves. If the hang things knew enough to stay at home and mind their own business there would be no chance of their getting lost, and not getting lost, who in thunder would want to use a daub of printers' ink to find the things? Perhaps some day some lunatic will go into that land and build a lot of wire fences to keep the cattle at home. Then the print shop will hold back its dividend unless the wire fence man is a fiend for advertising. Even if he is his business will mark the first stage in the killing of the goose that laid the golden egg.

Where He Broke In

And there was another chap—mentioning no names—who has come to the front in recent years in the paper circle. He used to teach school. In fact he confided to us that he was making a whole $325 per year in whacking the young generation. With what he had left over after settling for his laundry ticket he piled the money away, wad on wad, until he had so much he didn't know what to do with it all. He was afraid that, like John D. Rockefeller, he'd die rich. He was also afraid that he couldn't give it away fast enough, so he went out one day and bought a paper in an Ontario village. Some person had whispered in his ear that there was more money in running a paper than teaching school. At any rate he would still be the local source of real wisdom, so bang went the roll and the paper was his. "The first year I made $600 on that paper. That was twice what I had made teaching school. The next year was better, and I raised the earnings to $900. That was surely better than teaching school, for in those days a $900 teacher was some pumpkins. In fact he was supposed to know enough to run Toronto University. Well, I kept going until the year after when I raised the mark to $1,100. It stayed about there, and I came to the conclusion that I had made about as big waves as I could in that puddle, so I decided to move again. I did, and . . . " Well, this chap's in the daily business now. He's going strong and has a good district to work in and apparently knows how to work it. But he can't just help, once in a while, sitting down and telling his friends of the days when he used to teach school at $325 per annum, and light his own fires during the winter months. The chances are that we won't see him for a month or so, and by that time he will have cooled off if he does object to this getting into print.

Just Learning to Sell

"I was brought up in the printing business" was the way another chap—from Ontario—started his sermon. "I learned the trade, learned to do local reporting, and, as I thought, chasing up a little business now and then. In after years I got a paper of my own and started in to develop my field. I was fairly successful in a way, and got a staff of correspondents organized, and

the results were satisfactory But all the time I couldn't help thinking that I was not getting my share of the advertising that was going in the town. Not only that, but there were merchants there who were not advertising at all, and I knew they should, because men in their line of business in other towns were using quite a bit of space to tell about their goods. Well, I went out, and as we all say, 'got after' these chaps, but I didn't fizz worth a cent on them, and I was fast coming to the conclusion that as a business getter I was a failure. But wait a minute," he continued, "until I tell you how I have put on five columns more of local business in the last few months."

At this the audience of five straightened out their ears and were ready for the directions. An added five columns of local contracts is worth hearing about, and the publisher was quite willing to tell all he knew. "I used to be in the habit of trying to talk merchants into the business of advertising, but I found out that I wasn't such a talker as lots of other people, so I tried another plan. There is a baker in our town and he has a good business. He didn't advertise, and I never could interest him. One day I cut out a good bake-shop ad and changed it to suit his case, got the thing in shape and went over with the finished article. It got him, and he bought it. I began to see there was something in the prepared advertising suggestion. I went to sell that man something, not simply to give him a piece of my mind. Well, that encouraged me, so I tried another, a liveryman this time. I am mentioning these two in particular because they are lines that do not advertise as a general thing. The liveryman had turned me down before, and the last time said he would have to see his partner. I cut out an ad for him, and was bold enough to show him a space three times as large as is usually carried for his line of business. It was a well-displayed ad. He looked at it and was taken with it at once. He forgot to say that he'd have to see his partner, although the amount at stake was three times what I had formerly tried to get out of him. He signed the contract. I'm only learning now how to get out and sell advertising space, and I tell you it's interesting and profitable. Use a suggestion, because the average man is not interested in your general theories about the value of advertising."

About the Correspondents

PRINTER AND PUBLISHER discussed with a lot of the publishers present their problems in connection with the securing and keeping up of a good staff of correspondents. They are all willing to admit that it was an important piece of business, and they were all willing to own up that they had not arrived at a system that had no faults. "I have a hard time of it," stated one weekly man. "I can't pay them for their work, and I'll be blowed if I can get them to the stage where they want to do anything for the glory of the cause and the good of the community. I send some of them a daily paper or a magazine. I used to try the school teachers, but found that they moved around too much, and were away for two months or more at summer, and often at Christmas and Easter, just when there would be some personal item to get. I read something in PRINTER AND PUBLISHER a couple of months ago about the matter and it was very much to the point. I have tried several of the suggestions that were given there, but I wish more of the weekly publishers would send in their experience for publication in your paper."

"I try and keep in touch with the correspondents all the time, either by correspondence or visits," stated another publisher who is in a larger field, "and I find that it pays me to do it. You have no idea of the co-operation that you can get from these people if you work with them. I have very little difficulty in keeping up my list of subscriptions in this way, because I find that I can use my correspondents as circulation-getters and pay them a commission for the business. I always try and bring them together once a year, either at a picnic or a dinner."

Advertising lost and strayed cattle helps to solve the matter of running a paper in a Western town of 250.

To Start the *Bulletin*.

From the Blairmore, Alta., *Enterprise*: Mr. Woolard, of Saskatchewan, has arrived at Coleman to resurrect the Coleman *Bulletin*, and we understand that the paper under the new management will appear this week end. We understand, also, that Mr. Woolard has had considerable experience in the newspaper game and maintains a good reputation, and it is to be hoped that under his leadership the many problems that have been pressed upon the good people of Coleman by the late "guide" will be overcome and that the confidence and support of the people of that community will be restored.

Burned Hearst Papers.

A demonstration against the Hearst newspapers was carried out by members of Company F, First Infantry, New York Guard, at Poughkeepsie, N.Y. Headed by a bugler, drummer and fifer, fifty members of the military organization paraded the streets, visited every newsstand that carried the New York *American*, purchased every available copy of the issue, and carted the papers to the corner of Market and Church streets, in front of the state armory, and applied a match to the pile. A crowd of nearly six hundred people witnessed the bonfire and cheered as the papers went up in smoke.

The Late Herbert Bland

London *Advertiser*: The death of Herbert T. P. Bland, son of Thomas Bland, formerly of the *Advertiser*, now of Toronto, as a result of injuries caused in an automobile accident near Blenheim, will sadden a host of the young man's friends, especially those engaged in the publication of newspapers. The late Wm. Bland was engaged with his father for some years in the Canadian Linotype Company, and as with father so with son, he won the hearts of all with whom he associated in a business way. The young man made his early boyhood friendships in London, and his memory will be cherished forever by scores of citizens. Little more than a week ago he dropped into the Advertiser office on one of his periodical visits. As usual he was given a warm welcome by the staff, and, alas, it was for the last time. To his estimable father and other relatives the deepest feelings of sympathy will be extended. No sorrier day than that on which his death occurred has come to many people.

C.P.A. AT THE THREE-SCORE MARK

W. J. Taylor, the President for 1918-19

THE 60th annual meeting of the Canadian Press Association was held at the King Edward Hotel, Toronto, on June 13 and 14. Considering the shortage of labor and the seriousness of the times, the attendance was good, many members being present from a distance. There was a very decided touch of business in all the proceedings, and some problems that have been hanging fire for a long time were thoroughly gone into.

One of the most important points taken up was the question of advertising, as touched by the agencies. A large deputation, representing the Association of Advertising Agencies, had a meeting with the weekly, class and trade, and daily sections, and the agency men were given an opportunity of placing their case before these sections. Many points, in connection with their business were developed, and explanations were made of ratings, disallowances, preparation of copy, commissions, etc. There is no doubt that good will result from the frank discussion that took place. There were some of the publishers on hand who wanted to "say something" to the agencies, and every opportunity was given.

Another advertising matter of interest to all members was in connection with governmental advertising. Formerly the ruling was that if the Government wanted to hire an agency it could pay for the service. However, there was a tendency which found expression in a resolution, that agencies should be recognized in government business which they placed. Provision was made, though, that there should be nothing in this to mean that papers that do not pay a commission on commercial business now should be expected to do so on government advertising.

OTHER MATTERS

The paper situation was discussed in all sections at great length, and there was a very pronounced feeling that the work of keeping on with the investigations and inquiries should be continued to the end.

The editorial side of the association will receive more consideration in future, an "Editorial Committee" having been formed, representatives for this purpose being named from the various sections.

THE OPENING SESSION

No time was lost in getting the first session under way on Thursday morning. The program said it would start at 10, and a very few minutes after that hour President Woods of Calgary called the meeting to order, and the 60th session was under way.

President Woods, in his address, touched on the seriousness of the days in which we live and of the responsibility resting on the fraternity to play well the big part that had fallen to their lot.

W. J. TAYLOR
President of the C.P.A.

DEALING WITH NATIONAL PROBLEMS

Rejoicing that the newspapermen were the colleagues of statesmen "in the work of inspiring and educating the people to meet bravely their present trials and to prepare for the wonderful changes soon to come," the President urged the primacy of war and reconstruction problems, and said: "We have secured in a measure hitherto unknown the confidence and esteem of Governments and of public men, a confidence reflected substantially in our business columns which have become a recognized medium for the organizing of public thought, as well as for the sale of merchandise, and reflected even more pleasantly in the attitude toward our editorial columns of those in and out of Government who are endeavoring to guide our Empire and our Dominion through the sufferings and dangers of a great war."

Touching the problems of "after the war," the President emphasized the fact that the greatest factor in the adjusting of these problems will be the leadership of the press, urging each member to study such problems earnestly with a view to public usefulness.

"Service is the one word which I would leave with you; it is the keynote of everything that is good in our individual and professional lives, and without it there is no salvation for mankind," he declared. "If we will but serve, all the powers of darkness cannot keep from us the fruits of victory which we seek—freedom, recognition and the beauty of peace."

BOARD OF DIRECTORS

The report of the Board of Directors showed that in spite of the war, the association had been able during the year to extend its service to the members. There had been a net gain of 44 active members, making the total 866 active members including 47 on overseas roll. Information on credits and paper problems, etc., had been given in 120 bulletins during the year. Tribute was paid to the manager, Mr. John M. Imrie, by directors and President alike.

"Neither the Canadian Press Association as such, nor any of its officers or committees received any remuneration for the services rendered in handling the Victory Loan, such services being given voluntarily and in the spirit of public service."

In connection with the press publicity campaign for the Victory Loan, which was entrusted to the association by the Minister of Finance, $208,166.09 had been received from the Government. Of this, $165,419.87 went to the newspapers in payment of advertising space and the rest was paid to the co-operating advertising agencies and for composition, plates, mats, etc. In this special effort the association had improved an extensive news, editorial and feature service, through which the members had been supplied with a large amount of reading matter and illustrations which had been published without charge.

THE FINANCES

George E. Scroggie, treasurer, submitted his statement, showing total receipts fo rthe year as $17,105.73, and expenses $16,795.20, the balance at December 31, 1917, being $310.44. The financial statement was also made for the period from January 1 to April 30, 1918, showing $11,392 94 paid for 1918 fees.

In connection with this a statement was also given showing the amounts spent in connection with press publicity for Canada's Victory Loan. The matter is referred to at some length on another page of this issue.

THE MANAGER'S REPORT

The report of J. M. Imrie, manager of the Canadian Press Association, dealt in an exhaustive manner with the affairs coming under his direction.

At the close of the association year on April 30, 1918, the active membership of the association was 819, which represented a net gain of 44 as compared with the active membership of 175 at the close of the previous association year on April 30, 1917. In addition there were 47 names on the overseas roll, making a total membership on April 30, 1918, of 866.

The additions to and losses from mem-

bership in the various sections during the year were as follows:

	Additions to Membership		Losses from Membership	
	1st	2nd	1st	2nd
Daily Section	4	23	5	17
Weekly Section .	72	9	47	5
Trade and Class Section	9	15	7	7

Three of the five losses in the "first" membership of the daily section were due to amalgamation with other daily newspapers.

Of the 47 losses in the "first" membership of the weekly section 1 was due amalgamation with another newspaper and 21 were due to discontinuance of publication. In 2 cases the discontinuance of publication was due to the publisher enlisting for overseas service.

Of the 7 losses in the "first" membership of the trade and class paper section 1 was due to the publication being taken over by another member and 2 were due to discontinuance of publication.

The active membership of 819 on April 30, 1918, was divided among the various divisions as follows:

	"1st"	"2nd"
Maritime Provinces Division..	43	6
Ontario and Quebec Division..	325	141
Manitoba Division	53	7
Saskatchewan Division	111	9
Alberta Division	70	8
British Columbia and Yukon Division	40	6

The distribution of the active membership among the three sections was as follows:

	"1st"	"2nd"
Daily Section	101	77
Weekly Section	489	77
Trade and Class Section	52	61

During 1917, 824 membership certificates were issued as compared with 704 during 1916. The number of 1918 membership certificates issued up to April 30, 1918, was 709.

The number of membership certificates issued during 1917 and the receipts from membership fees during that year compare with the corresponding figures for the previous nine years as follows:

Nova Scotia	8
New Brunswick	11
Quebec	3
Ontario	195
Manitoba	31
Saskatchewan	36
Alberta	46
British Columbia	44
	374

LABOR CODITIONS

J. E. Atkinson, chairman of the Labor Committee, in his report mentioned the fact that the operation of the Military Service Act, following a depletion of staffs through voluntary enlistment, has greatly increased the labor difficulties of publishers, as of other employers of labor. Many newspapers have continued publication only with the greatest difficulty and some weekly newspapers have been compelled to miss one or more issues owing to inability to secure sufficient help —particularly in Western Canada. The general disposition among the members has been to accept these conditions as cheerfully as possible as one of the vicissitudes of the war and to endeavor to meet the situation by readjustments of their staff, by training exempted men and returned soldiers, and by reducing the size of their publications.

M. J. JENNINGS
Chairman Daily Section C.P.A.

The depletion of staffs to date and the prospect of further depletions as the war continues emphasize the importance of the training of new men. Attempts to meet the situation by taking men from other publishers will only aggravate rather than ameliorate the situation. Every member should take steps to train one or more men who have returned or are exempted from military service. The situation at the moment is admittedly not good but there is at least hope that it may be improved very shortly when returned or returning men, formerly in the trade, are able once more to take up their accustomed work. In the nature of things the number of these will be steadily increasing. In the meantime the training of new men should be continued.

ADVERTISING COMMITTEE

Probably the report calling for the greatest amount of labor was that of the Advertising Committee, presented by W. J. Taylor, the chairman. Eight applications had been received for recognition from advertising agencies, but none had been granted. The list of recognized agencies is as follows:

Advertising Service Co., Limited, The, Montreal.
Baker Advertising Agency, Limited, Toronto.
Canadian Advertising Agency, Limited, Montreal.
Dean, E. Sterling, Advertising Agency, Toronto.
Desbarats Advertising Agency, Limited, Montreal.
Financial Advertising Co. of Canada, Limited, Montreal.
Gagnier Advertising Service, Toronto (now being operated under the name of Consolidated Advertising Service).
Gibbons, J. J., Limited, Toronto.
Hamilton Advertisers' Agency, Limited, Hamilton.
Imperial Publishing Company, Limited, Halifax.
McConnell & Fergusson, London.
McKim, A., Limited, Montreal.
Macpherson-McCurdy, Limited, Winnipeg.
Norris-Patterson, Limited, Toronto.
Press Agency Bureau, Limited, Toronto.
Rowlatt, F. Albany, Toronto.
Smith, R. C., & Son, Limited, Toronto.
Smith, Denne & Moore, Limited, Toronto.

It is not the wish of the association to encourage a great number of agencies to rush into the field as national solicitors. Attention was called to the minimum requirements for recognition, but it was also made clear that each case was dealt with on its merits.

A BETTER UNDERSTANDING

The advertising agency men and the representatives of the press had been brought together more than ever before during the time of the Victory Loan campaign, and in this way had come to have a much better understanding of each other's problems. It was as an outcome of this feeling that the suggestion was made and carried into effect that advertising men should spend an hour and a half with each section at the annual meeting

Special secret commissions, reports of which had been received, were denounced in the report of the Advertising Committee.

Questionable methods adopted by some of the "news bureaus" were also mentioned, and it was pointed out that drastic steps should be taken to combat this practice.

Reference was also made to the new policy regarding press advertising campaign which it was proposed should be carried on during the year in a co-operative way.

OFFICIAL NOTICES

Mr. Taylor in his report drew attention to the tendency of the Dominion Government and Provincial governments to permit the advertising of statutory notices in the Official Gazette, instead of in the local newspapers. During the past association year such a change was proposed in connection with the publication of letters patent, incorporating a company. It was admitted by the Under Secretary of State that the change had been proposed by the promoters of companies and the lawyers. The proposal was supported before the Senate Committee by the representative of the Canadian Manufacturers' Association. Your Committee opposed the change, pointing out that the "Canada Gazette" is not read by the general public and that official notices that are intended to reach the general public should be inserted in the public press. The Senate, however, allowed the desired change.

POSTAGE COMMITTTEE

W. E. Smallfield, gave the report of this committee, and outlined the work carried on, including conferences with the deputy postmaster regarding double-spread pages and the rates against them, etc.

WHO IS A SUBSCRIBER?

Touching the department's interpretation as to a bona fide subscriber—that

such a subscriber was one who has subscribed for the paper himself in writing —the deputy postmaster-general admitted that, literally construed, the provision would prevent a person paying the subscription for a copy to be sent to a member of his family elsewhere. It is not intended to do that, but simply to prevent the free use of the mails for any propaganda.

REGARDING SAMPLE COPIES

A departmental decision was given some years ago that only one sample copy could be sent to a prospective subscriber—that is, that it could not be sent continuously to a non-subscriber for even so brief a period of time as one month. The design back of this prohibition is to prevent the use of the mails, under the guise of a newspaper subscription campaign, for any advertising campaigns.

ON CIRCULATION

Two meetings of the circulation committee had been held during the year. The following is a summary of the rates charged by Canadian daily papers. Of 29 dailies, 36 charge 5c per copy; 71 charge 2c per copy; and only 22 are still sold at 1c per copy. Of those that are still sold at 1c per copy at least 2 charged 2c per copy on Saturdays.

Fifty-seven weekly or semi-weekly newspapers adopted the $1.50 subscription rate during the year. There came to light, also, certain omissions from the list from which the reports to the last annual meeting were compiled. The present records indicate that 374 weekly or semi-weekly newspapers are now charging $1.50 per year or more. These are divided among the various provinces as follows:

Year	No. Membership Cer. Issued	Received from Membrshp Fees
1908	349	$ 710.00
1909	362	758.00
1910	390	791.15
1911	428	1,251.17
1912	490	2,821.75
1913	768	5,091.63
1914	724	9,248.90
1915	689	9,663.35
1916	704	9,804.60
1917	824	12,734.85

The officers and members of board of directors and standing committees for 1918-1919 elected by unanimous vote:—

BOARD OF DIRECTORS

President—W. J. Taylor, Woodstock *Sentinel-Review.*

Past President—J. H. Woods, Calgary *Herald.*

Vice-Presidents—British Columbia and Yukon Division: F. J. Burd, Vancouver *Province;* Alberta Division: John Torrance, Lethbridge *Herald;* Saskatchewan Division: Hon. S. J. Latta, Govan *Prairie News;* Manitoba Division: E. H. Macklin, Winnipeg *Free Press;* Ontario and Quebec Division: J. N. Chevrier, Montreal *Le Devoir;* Maritime Provinces Division: Ralph H. Watts, St. John *Telegraph.*

Treasurer—N. T. Bowman, Toronto *Telegram.*

Chairmen of Sections—Daily Section: M. R. Jennings, Edmonton *Journal;* Weekly Section: P. Geo. Pearce, Waterford *Star;* Trade and Class Paper Section: Acton Burrows, *Canadian Railway and Marine World,* Toronto.

P. GEORGE PEARCE
Chairman Weekly Section of the C.P.A.

Chairmen of Standing Committees—Paper Committee: P. D. Ross, Ottawa *Journal-Press;* Labor Committee: T. H. Preston, Brantford *Expositor;* Advertising Committee: Geo. E. Scroggie, Toronto *Mail and Empire;* Postal and Parliamentary Committee: W. E. Smallfield, Renfrew *Mercury;* Circulation Committee: W. J. Darby, Toronto *Mail and Empire;* Editorial Committee: J. G. Elliott, Kingston *Whig.*

Other Members of the Board of Directors —John T. Hawke, Moncton *Transcript;* V. E. Morrill, Sherbrooke *Record;* Henri Gagnon, Quebec *Le Soleil;* E. Roy Sayles, Port Elgin *Times;* W. G. Rook, *Canadian Home Journal,* Toronto; F. B. Elliott, Alliston *Herald;* Mrs W. J. Rowe, Manitou *Western Canadian;* W. F. Herman, Saskatoon *Star;* S. R. Hodson, Okotoks *Review;* R. J. McDougall, Penticton *Herald.*

STANDING COMMITTEES

Paper Committee—P. D. Ross, Ottawa *Journal-Press* (Chairman); J. F. MacKay, Toronto *Globe;* P. Geo. Pearce, Waterford *Star;* J. A. MacLaren, Barrie *Examiner;* James Dale, *Christian Guardian,* Toronto.

Labor Committee—T. H. Preston, Brantford *Expositor* (Chairman); J. E. Atkinson, Toronto *Star;* W. R. Givens, Kingston *Standard.*

Advertising Committee—Geo. E. Scroggie, Toronto *Mail and Empire* (Chairman); H. B. Muir, London *Free Press;* W. B. Preston, Brantford *Expositor;* James R. Allan, Hamilton *Spectator;* W. R. Davies, Thamesville *Herald;* Lorne Eedy, Walkerton *Telescope;* H. V. Tyrrell, *MacLean Publishing Co., Limited,* Toronto.

Postal and Parliamentary Committee—W. E. Smallfield, Renfrew *Mercury* (Chairman); J. N. Chevrier, Montreal *Le Devoir;* Wilson Southam, Ottawa *Citizen;* W. A. Buchanan, M.P., Lethbridge *Herald;* C. H. Hale, Orillia *Packet;* Rev. R. Douglas Fraser, D.D., *Presbyterian Publications,* Toronto; T. S. Young, *Hugh C. MacLean, Limited,* Toronto.

Circulation Committee—W. J. Darby, Toronto *Mail and Empire* (Chairman); F. E. Henderson, Vancouver *Province;* L. A. Guild, Kingston *Whig;* A. R. Alloway, Stratford *Herald;* Howard Fleming, Owen Sound *Sun;* Louis Blake Duff, Welland *Telegraph;* T. J. Tobin, *Canadian Countryman,* Toronto.

Editorial Committee—J. G. Elliott, Kingston *Whig* (Chairman); T. H. Preston, Brantford *Expositor;* J. W. Dafoe, Winnipeg *Free Press;* E. W. McCready, St. John *Telegraph;* H. P. Moore, Acton *Free Press;* D. Williams, Collingwood *Bulletin;* F. M. Chapman, *Farmers' Magazine,* Toronto.

OFFICERS AND EXECUTIVE COMMITTEES OF SECTIONS

Daily Section—Chairman: M. R. Jennings, Edmonton *Journal;* Secretary-Treasurer: A. R. Alloway, Stratford *Herald;* Executive Committee: G. F. Pearson, Halifax *Chronicle;* H. Gagnon, Quebec *Le Soleil;* N. T. Bowman, Toronto *Telegram;* W. B. Preston, Brantford *Expositor;* F. H. Leslie, Niagara Falls *Review.*

Weekly Section—Chairman: P. Geo. Pearce, Waterford *Star;* Vice-Chairman: A. E. Calnan, Picton *Gazette;* Secretary: Mrs. W. J. Rowe, Manitou *Western Canadian;* Executive Committee: R. A. N. Jarvis, Newcastle (N.B.) *Union-Advocate;* J. A. MacLaren, Barrie (Ont.) *Examiner;* J. O. Seguin, Waterloo (Que.) *Journal;* S. R. Hodson, Okotoks (Alta.) *Review;* J. G. Keefer, Norwood (Ont.) *Register;* James Macdonald, Unity (Sask.) *Courier.*

Trade and Class Paper Section—Chairman: Acton Burrows, *Canadian Railway and Marine World,* Toronto; Vice-Chairman: John Weld, *Farmer's Advocate,* London, Secretary-Treasurer: A. B. Kerr, *MacLean Publishing Co., Limited,* Toronto; Executive Committee: George M. Bertram, *Canadian Courier and Canadian Farm, Toronto;* James Dale, *Christian Guardian,* Toronto; Hugh C. MacLean, *Hugh C. MacLean, Limited,* Toronto; T. J. Tobin, *Canadian Countryman,* Toronto; H. V. Tyrrell, *MacLean Publishing Co., Limited,* Toronto.

ADVISORY COMMITTEE

Under the By-laws, the Advisory Committee is composed of the President, the Past President and one member of the Daily Section, one member of the Weekly Section, and one member of the Trade and Class Paper Section, selected from the Board of Directors by the President.

The President has selected the following to act with the Past President and himself as the Advisory Committee: George E. Scroggie, Toronto *Mail and Empire;* E. Roy *Sayles,* Port Elgin *Times;* and W. G. Rook, *Canadian Home Journal,* Toronto.

RESOLUTIONS RE GOVERNMENT ADVERTISING

A resolution was adopted rescinding the resolution of the 1917 annual meeting asking that if the Dominion or any Provincial Government should desire to use the services of an advertising agency it should reimburse the agency for its services so that the newspapers might receive their full card rates for the advertising.

As some members of the association do not allow commission to an advertising agency on commercial advertising, a resolution was adopted expressing the opinion that such members should not be asked to pay commission on Government advertising placed through an agency.

In another resolution the annual meeting expressed its opinion that a newspaper or other publication whose advertising rates are graded according to the quantity of space used should allow to each department of the Dominion or any Provincial Government the rate provided in the publisher's rate card for the total space used during twelve months, wheth-

er ordered direct or through an advertising agency, but that each department should be dealt with as a complete entity. It was understood that this applied only to propaganda advertising and not to such advertisements as "Calls for Tenders" and other administrative announcements.

The annual meeting considered a suggestion of the King's Printer for the Dominion Government that he should prepare and adopt a schedule of rates for Government propaganda advertising based on circulation and should enforce those rates in the case of newspapers and other publications that do not quote their advertising rates or whose advertising rates, in the opinion of the King's Printer, are too high. A resolution was adopted suggesting that the better way of handling the situation would be to refrain from placing propaganda advertising in those newspapers and other publications that do not quote rates until such time as they do so, and to withhold such advertising from such newspapers and other publications as appear to be charging a higher rate for Government propaganda advertising than their circulation and service justify. In the same resolution the annual meeting again urged every publisher to use a printed rate card and to see that a copy of that rate card and notification of any change in rates are sent promptly to the King's Printer for the Dominion Government.

Another resolution was adopted deprecating the tendency among Governments to permit the publication of statutory advertisements of public interest in the Official Gazette instead of in the local press, and suggesting to the various Governments that in the case of statutory advertisements for which publicity in any given district is desired, publication of such advertisements in the press of that district should continue to be compulsory.

REGARDING MEMBERS AND MEMBERS' SONS WHO HAVE DIED OVERSEAS

The following resolution was adopted:

"That the Canadian Press Association, Inc., sends a message of greeting to the forty and more of its members who are serving in the war, extends its sincerest sympathy to the relatives of those members who have fallen, and to those members of the association whose sons have fallen in action in defence of the freedom of the world."

In accordance with this resolution a message of greeting will be sent to overseas members and a message of sympathy will be sent to the relatives of those members who have fallen, so far as the names and addresses of such relatives are known to the association. As the association has no record of those members who have lost sons in the war, such members are asked to kindly accept the publication of the above resolution in this bulletin as the conveyance to them of the association's sincere sympathy with them in their loss.

SYMPATHY WITH FAMILIES OF DECEASED MEMBERS

Resolutions were adopted expressing the sympathy of the Association with the family of the late Sir Mackenzie Bowell, Belleville, one of the charter members of the Association, and with the family of the late Mr. John Ross Robertson, of the Toronto *Telegram*, a member of long standing and helpful activity. In introducing these two resolutions M. J. G. Elliot, Kingston *Whig*, expressed the sympathy of the Association with the families of all other members who had died during the year.

ACTON BURROWS

Chairman Trade and Class Section C.P.A.

OTHER RESOLUTIONS OF ANNUAL MEETING

Resolutions were adopted authorizing the sending of appropriate messages to His Majesty the King, and General Sir Arthur Currie, in command of the Canadian forces.

The Association placed on record its appreciation of the splendid services rendered during the year by President Woods.

Suitable reference was made to the 60th anniversary of the Association and to the splendid work of those who founded the Association in 1859 and those who during the past decade visioned and achieved the real Canadian Press Association of to-day.

Resolutions were adopted expressing thanks for the many courtesies extended to the Association by the American Newspaper Publishers' Association, the King Edward Hotel Co., the Canadian Pacific Railway Co., the Grand Trunk Pacific Railway, the Canadian Northern Railway, the Canadian Government Railways, the Temiskaming and Northern Ontario Railway, and the Northern Navigation C., Ltd.

SPECIAL RESOLUTIONS OF THE DAILY SECTION

Following a paper on the promotion of press advertising through aggressive co-operative effort by Frank Adams, London Advertiser, a resolution was adopted calling for the appointment of a committee of five to confer with the recognized advertising agents regarding promotional work.

A resolution was adopted expressing belief in the principle of the settlement of industrial disputes by conciliation and arbitration and asking the Labor Committee to endeavor to secure the settlement of differences between members and their employees in this manner and to open negotiations with various labor unions with a view to the signing o agreements providing for arbitration of disputes.

In another resolution all publishers were requested to insist upon the elimination from advertising contracts and instruction orders of all clauses having reference to certain pages and competitive advertisements.

SPECIAL RESOLUTION OF THE WEEKLY SECTION

A resolution was adopted by the Weekly Section asking the Advertising Committee and the Chairman of the Section to revise the schedule of recommended minimum rates for foreign advertising, and to consider in connection with such revision the suggestions made at the meeting that the foreign advertising rates should be as nearly flat as possible.

J. R. Ratborn, of the Providence Journal, and Sir John Willison were made honorary members of the Association.

DAILY SECTION

Frank Adams, London Advertiser, opened the question of the promotion of press advertising, and a committee of five was named to confer with the agencies on this matter.

A. G. Donaldson and H. B. Muir also spoke on this promotion of local advertising.

T. H. Preston, of Brantford, urged that the labor committee should try to open negotiations with a view to taking up with the various unions the matter of entering into an arbitration agreement.

The paper situation was also discussed at some length.

WEEKLY SECTION

J. J. Hunter of Kincardine presided at the sessions.

W. E. Smallfield presented the report of the special paper committee of the daily and weekly section.

J. G. Elliott's appeal for the appointment of an editorial committee was agreed upon.

Considerable time was spent with the representatives of the advertising agencies. There were many features in connection with the dealings with weekly papers that were gone into very fully.

TRADE AND CLASS

The report of this section showed a favorable attitude toward appointment of an editorial committee.

The section has carefully considered the advertising committee's report, and desires to express its appreciation of the large amount of valuable work performed by that committee. Satisfaction was expressed over changes in minimum requirements for recognition of advertising agencies, and the opinion was ex-

pressed that the now recognized agencies should measure up to the same requirements. The use of the standard form of advertising contract was also strongly advised.

The section also approved of allowing the same commission to all agencies, and no secret commissions should be tolerated. It was agreed to favor rescinding the resolution passed at the association last year regarding placing of government advertising, it being understood that papers which do not pay a commission to advertising agencies on commercial business should not be ask- to pay it on government advertising.

Another resolution was "That in the opinion.....a newspaper or other publication whose advertising rates are graded according to the quantity of space used should allow to each department of the Dominion or Provincial government the rate provided in the publishers, rate card for the total space used during twelve months, whether ordered direct or through an agency, but that each department should be dealt with separately.

LOOKING BACKWARD

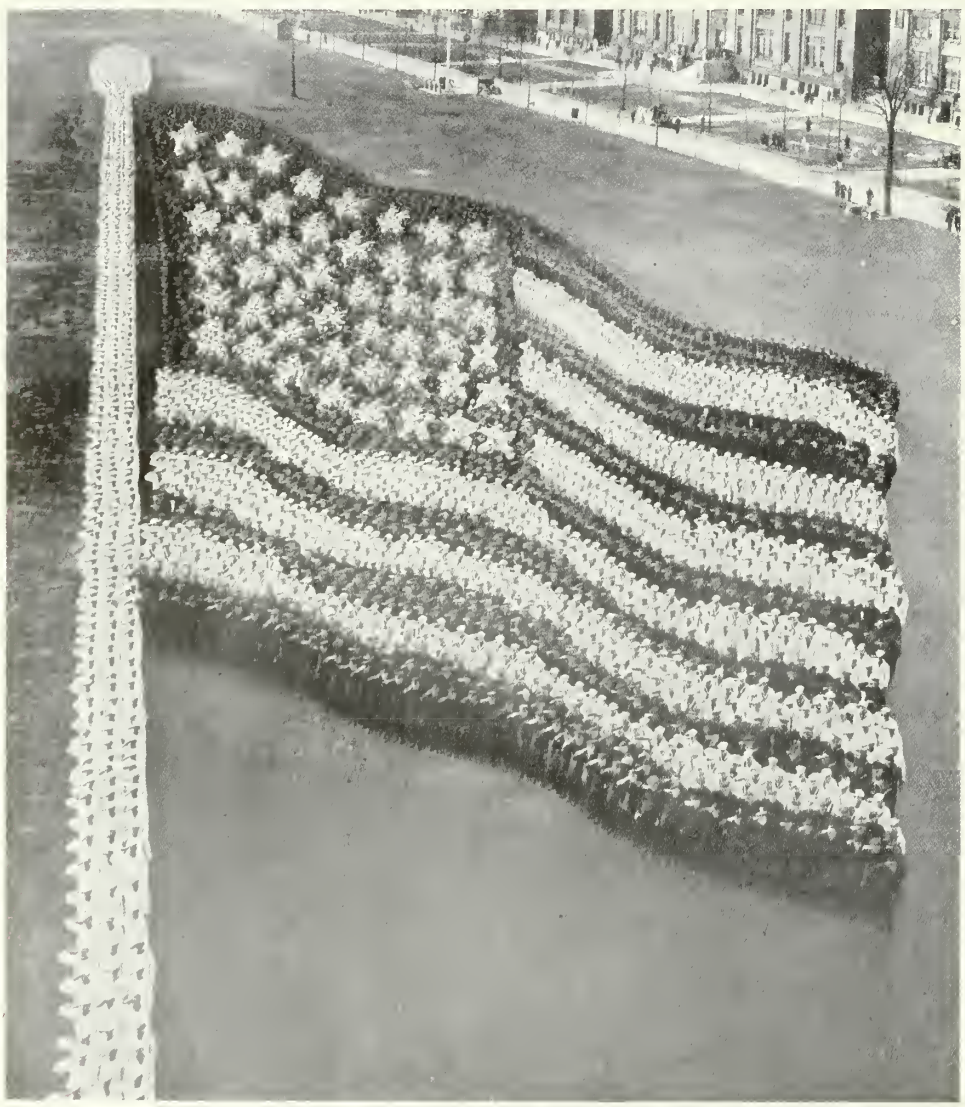
Reference was made in the report of the resolutions committee of the work done by the founders of the Canadian Press Association, particularly to Wm. Gillespy, who in Kingston on September 28, 1859, got together a few members of the Ontario and Quebec press. Mention was made of the valuable work of John F. Mackay, H. B. Donly, Lt.-Col. John A. Cooper, J. T. Clark, John R. Bone, John M. Imrie, J. H. Woods, M. R. Jennings, E. H. Macklin, F. J. Burd, W. F. Kerr, John T. Hawke, A. R. Coffin and the late L. S. Channel.

ELECTION OF PRESIDENT

The report of the nominating committee having been adopted, W J. Taylor, publisher of the Woodstock *Sentinel-Review*, took the chair. The retiring president made complimentary reference regarding his work as chairman of the advertising committee and his unselfish devotion to the affairs of the association covering a long period.

"I would not be human if I did not say that I am pleased at the honor that you have conferred upon me," replied Mr. Taylor. He has been a member of the C. P. A. for 25 years. In fact the first trip he made to Toronto was for the purpose of attending a meeting, and he had never missed a session since. He fully appreciated the responsibilities of the office, and paid a neat tribute to the manner in which Mr. Woods had filled it. In conclusion he asked for the fullest hearty co-operation of every member in the work they had in hand during the coming year.

Current Events in Photograph



UNCLE SAM'S SAILORS

The flag pictured herewith is the living emblem of America's entry into the war. The flag is composed of men newly enlisted in the American Navy. Standing there are 22,000 enlisted men on the Great Lakes Navy Recruiting Grounds at Chicago. These are fresh water boys going to try conclusions with the Kaiser's "U" boats.

THOSE WHO REGISTERED AT C.P.A.

Publishers There From Long Distances.

THE following is a list of members registering at the meeting of the Canadian Press Association. Some were present who did not register, but the official roll call shows the following:

DAILY SECTION

MARITIME PROVINCES.—J. R. Burnett, *Guardian*, Charlottetown, P.E.I.; A. R. Goffin, *News*, Truro, N.S.; John T. Hawke, *Transcript*, Moncton,N.B.; P. D. Macneil, *Post*, Sydney, N.S.; Ralph H. Watts, *Telegraph*, St. John, N.B.

QUEBEC.—J. N. Chevrier, *Le Devoir*, Montreal; Lester J. Davis, *Le Soleil*, Quebec; Henri Gagnon, *Le Soleil*, Quebec; V. E. Morrill, *Record*, Sherbrooke; J. C. Ross, *Globe*, Montreal.

ONTARIO.—Frank Adams, *Advertiser*, London; A. R. Alloway, *Herald*, Stratford; J. E. Atkinson, *Star*, Toronto; C. W. Bean, *Telegraph*, Kitchener; John R. Bone, *Star*, Toronto; N. T. Bowman, *Telegram*, Toronto; H. S. Browning, *Nugget*, Cobalt; W. B. Burgoyne, *Standard*, St. Catharines; Jos. T. Clark, *Star*, Toronto; Jas. D. Clark, *Reporter*, Galt; J. H. Cranston, *Star*, Toronto; J. S. Crate, *Journal*, Ottawa; L. H. Dingman, *Times*, St. Thomas; A. G. Donaldson, *Star*, Toronto; J. G. Elliott, *Whig*, Kingston; Wm. Findlay, *Journal*, Ottawa; J. M. Grant, *Globe*, Toronto; A. Leman Guild, *British Whig*, Kingston; R.B. Harris, *Herald*, Hamilton; W. C. R. Harris, *Star*, Toronto; J. O. Herity, *Ontario*, Belleville; H.E. Lemieux, *Le Droit*, Ottawa, Ont.; F. H. Leslie, *Review*, Niagara Falls; Jno. Lewis, *Star*, Toronto; H. C. Lowery, *Globe*, Toronto; C. W. McDiarmid, *News*, Toronto; John A. McKay, *Record*, Windsor; J. F. MacKay, *Globe*, Toronto; W. J. Moore, *Recorder & Times*, Brockville; H. B. Muir, *Free Press*, London; J. A. Powell, *Courier*, Brantford; T. H. Preston, *Expositor*, Brantford; W. B. Preston, *Expositor*, Brantford; P. D. Ross, *Journal*, Ottawa; M. W. Rossie, *Globe*, Toronto; Geo. E. Scroggie, *Mail and Empire*, Toronto; D. Smith, *Times-Journal*, Fort William; W. M. Southam, *Citizen*, Ottawa; A. H. Stratton, *Review*, Peterboro; W. J. Taylor, *Sentinel-Review*, Woodstock; John W. Tibbs, Canadian Press Ltd., Toronto; W. N. Wilkinson, *World*, Toronto.

MANITOBA.—J. W. Dafoe, *Free Press*, Winnipeg; E. H. Macklin, *Free Press*, Winnipeg.

ALBERTA.—M. R. Jennings, *Journal*, Edmonton; T. H. Kay, *News*, Medicine Hat; J. H. Woods, *Herald*, Calgary.

BRITISH COLUMBIA.—F. J. Burd, *Province*, Vancouver; R. J. Cromie, *Sun*, Vancouver.

WEEKLY SECTION

MARITIME PROVINCES.—Wallace Broad, *Beacon*, St. Andrews, N.B.; R. A. N. Jarvis, *Union Advocate*, Newcastle, N.B.

QUEBEC.—A. V. Glassey, *Times-Guardian*, Richmond; Edgar Lanerge, *Le Speculateur*, Hull; Geo. Legge, *Leader-Mail*, Granby; Oscar J. Seguin, *Journal De Waterloo*, Waterloo.

ONTARIO.—O. M. Alger, *News*, Tweed; Mrs. Annie, Allen, *Herald*, Carleton Place; S. E. Bennett, *Leader*, Stirling; E. V. Bingham, *Dominion*, Ridgetown; G. A. Blackstone, *Times*, Orillia; J. D. Blue, *Advance*, Dutton; Harry J. Boyle, *Gazette*, Almonte; B. O. Britton, *Reporter*, Gananoque; H. E. Bywater, *Spectator*, Palmerston; A. E. Calnan, *Gazette*, Picton; J. G. Cave, *Express*, Beaverton; W. G. Cave, *Argus*, Midland; Howard Chester, *Planet*, Coldwater; Hugh Clark, *Review*, Kincardine; W. W. Cliff, *Central Canadian*, Carleton Place; R. J. Corson, *Economist, & Sun*, Markham; W. Logan Craig, *Star & Vidette*, Grand Valley; R. H. Davey *Times*, Uxbridge; W. R. Davies, *Herald*, Thamesville; F. A. J. Davis, *Central Canadian*, Carleton Place; H. D. Davis, *Advocate*, Mitchell; J. M. Denholm, *News-Tribune*, Blenheim; M. M. Donald, *Progress*, Preston; Louis Blake Duff, *Telegraph*, Welland; W. J. Duncan, *Herald*, South Mountain; John W. Eedy, *Journal*, St. Marys; Lorne A. Eedy, *Telescope*, Walkerton; F. B. Elliott, *Herald*, Alliston; Wm. Elliott, *Recorder*, Mitchell; A. R. Fawcett, *Arrow*, Burk's Falls; Howard Fleming, *Sun*, Owen Sound; W. J. Fleuty, *Record*, Oakville; W. A. Fry, *Chroniele*, Dunnville; W. S. Given, *Reporter*, Millbrook; C. A. Goodfellow, *Gazette & Chroniele*, Whitby; Graydon M. Goodfellow, *Gazette & Chroniele*, Whitby; C. H. Hale, *Packet*, Orillia; A. Elgin Harris, *Gazette*, Burlington; J. F. Harvey, *Express-Herald*, Newmarket; W. H. Hellems, *Reporter*, Kingsville; E. J. Hewson, *Herald*, Penetanguishene; W. A. Hogg, *Enterprise*, Collingwood; E. S. Hudson, *Express*, Beamsville; G. E. Hudson, *Haldimand Advocate*, Cayuga; J. J. Hunter, *Reporter*, Kincardine; W. Irwin, *Chronicle*, Durham; M. James, *Statesman*, Bowmanville; J. G. Keefer, *Register*, Norwood; W. R. Kinch, *Progress*, Hepworth; C. E. Klinck, *Signet*, Elmira; Clark J. Knox, *News*, Smiths' Falls; O. B. Lake, *News*, Powassan; J. A. Lambert, *Representative*, Mount Forest; T. P. Lancaster, *Standard*, Havelock; J. H. Laurin, *Echo*, Hawesbury; Mark Lear, *Review-Herald*, Thornbury; F. N. Leavens, *Enterprise*, Bolton; B. McGuire, *Banner*, Orangeville; P. McHugh, *Leader*, Eganville; James McLeod, *Gazette*, Almonte; T. F. McMahon, *Liberal*, Richmond Hill; Malcolm MacBeth, *Sun*, Milverton; J.R. Macintyre, *Herald*, Dundalk; J. A. MacLaren, *Examiner*, Barrie; Geo. H. Mitchell, *Post*, Hanover; A. P. Moore, *Free Press*, Acton; C. H. Moore, *Star*, Dundas; R. L. Mortimer, *Free Press*, Shelburne; Chas. M. Mundy, *Reformer*, Oshawa; John Murkar, *News*, Pickering; Geo. P. Pearce, *Star*, Waterford; Wm. A. Robinson, *Ontario Gleaner*, Cannington; C. W. Rutledge, *Standard*, Markdale; H. W. Sabine, *Herald*, Marmora; Roy E. Sayles, *Times*, Port Elgin; O. M. Seim, *Witness*, Bradford; R. A. Semple, *Sentinel*, Tottenham; Ernest E. Short, *Beacon*, Southampton; Thos. W. Sims, *Elgin Sun*, West Lorne; W. E. Smallfield, *Mereury*, Renfrew; J. M. Southcott, *Times*, Exeter; T. W. Strachan, *Enterprise*, Belmont; A. E. Stephenson, *Speaker*, New Liskeard; Harry Sutton, *Rideau Record*, Smiths Falls; Hugh C. Templin, *News-Record*, Fergus; J. C. Templin, *News Record*, Fergus; John H. Thompson, *Post*, Thorold; A. H. Watson, *Review*, Madoc; Thos. W. Whalley, *Standard*, Pembroke; D. Williams, *Bulletin*, Collingwood; J. S. Winterburn, *Gazette*, Norwick; A. W. Wright, *Confederate*, Mount Forest; James Wyderman, *Examiner*, Kenora; W. R. Young, *Freeholder*, Cornwall.

MANITOBA.—Mrs. A. W. Burridge, *Western Prairie*, Cypress River; N. Hewitt, *Observer*, Holland; W. G. Pickell, *Langruth Herald*, Portage La Prairie; Mrs. W. J. Rowe, *Western Canadian*, Manitou.

SASKATCHEWAN. — Harry C. Ash, *Gazette*, Birch Hills; R. G. Ashwin, *Mail*, Milestone; Mrs. W. P. Hill, *Herald*, Lornburn; W. X. Jones, *Pioneer*, Hawarden; O. W. Juckes, *Post*, Lawson; Arthur J. Lewis, *Tribune*, Mawer; Jas. Macdonald, *Courier*, Unity; J. C. Nichol, *News*, Radison; John H. Noble, *Herald*, Oxbow; G. W. Smallwood, *Representative*, Kinistino; E. S. Zingg, *Post*, Wapella.

ALBERTA.—E. W. Burton, *Globe*, Cardston; Fred Hurton, *Globe*, Cardston; S. R. Hodson, *Review*, Okotoks; W. S. McCulleugh, *News*, Monitor; Geo. R. Westland, *Province*, Innisfail; C. L. Willis, *Independent*, Stettler.

BRITISH COLUMBIA.—David A. Kay, *Herald*, Cranbrook.

TRADE AND CLASS SECTION

Maritime Provinces.—N. C. Cameron, *Maritime Retailer*, St. John, N.B.

Quebec.—Frederick Dougall, *Witness*, Montreal; J. J. Harpell, *Industrial and Educational Press*, Montreal; Sydney Miller, *Iron and Steel Magazine*, Montreal; E. Scott, *Presbyterian Record*, Montreal; F. D. Shallow, *Moniteur de Commerce*, Montreal.

Ontario.—Geo. M. Bertram, *Canadian Courier*, Toronto; Acton Burrows, *Canadian Railway and Marine World*, Toronto; R. Butchart, *Canadian Courier*, Toronto; T. B. Costain, *MacLean's Magazine*, Toronto; W. A. Craick, *Financial Post*, Toronto; James Dale, *Christian Guardian*, Toronto; H. B. Donovan, *Canadian Poultry Review*, Toronto; W. J. Dunlop, *The School*, Toronto; J. C. Elder, *Presbyterian Publieations*, Toronto; R. Douglas Fraser, *Presbyterian Publications*, Toronto; Albert Horton, *Hansard*, Ottawa; H. C. Hocken, *Sentinel*, Toronto; H. G. Hocken, *Sentinel*, Toronto; Reginald E. Hore, *Canadian Mining Journal*, Toronto; B. T. Huston, *Canadian Grocer*, Toronto; A. R. Kennedy, *Canadian Mach-*

inery, Toronto; A. B. Kerr, *Financial Post*, Toronto; Ernest H. Lawson, *Canada Weekly*, Toronto; Hugh C. MacLean, *Hugh C. MacLean, Ltd.*, Toronto; R. A. McKee, *Farm and Dairy*, Peterboro; B. G. Newton, *Canadian Machinery*, Toronto; W. G. Rook, *Canadian Home Journal*, Toronto; J. J. Salmond, *Monetary Times*, Toronto; Harold W. Thompson, *Industrial and Educational Press*, Toronto; H. V. Tyrrell, *MacLean Publishing Co., Ltd.*, Toronto; R. D. Warren, *Pioneer*, Toronto; E. A. Weld, *Farmer's Advocate*, London; John Weld, *Farmer's Advocate*, London; J. W. Wheaton, *Canadian Farm*, Toronto.

Manitoba.—O. A. Cohagan, *Nor'West Farmer*, Winnipeg; J. Wilson Miller, *Grain Trade News and Livestock Journal*, Winnipeg; H. F. Weld, *Farmers' Advocate*, Winnipeg.

Alberta.—H. P. Carver, *Western Standard*, Calgary.

Held Conference at Brantford

Brantford.—As a result of the conference of the Ontario Typographical Unions which concluded here an agreement may be made by the I. T. U. in Canada with the Canadian Press Association similar to that which at present exists with the American publishers, and by which the settlement of all disputes by arbitration is obligatory. The suggestion was made by T. H. Preston at the opening of the conference, when he, as an employer, took part in the welcome to the typos.

The delegates took the matter up in their considerations and appointed a committee to confer with Mr. Preston so that it might be brought before the next meeting of the Canadian Press. A resolution calling for the holding of an examination for apprentices as their time expires was passed on to the next executive for action. It was felt that this method was the only one which could be adopted to keep up the standard required of the journeyman printer.

The appointment of a Canadian representative on the International as vice-president was the subject of a resolution, which was defeated on the ground that if the Canadian representative was to hold office automatically as vice-president there would be no chance of the election of a Canadian president, and there was no reason why Canadian representatives should not aspire to the highest office in the I.T.U.

The delegates were given a drive around the city in the afternoon, and concluded their business at a night session. The retiring president, C. H. Doughty, Guelph, was given a gold ring, and Secretary-Treasurer Myland an honorarium. Ottawa was chosen as the next place of meeting, June 9 and 10, 1919. The election of officers resulted as follows: President, H. B. Archer, London; vice-president, C. H. Whitehead, Brantford; secretary-treasurer, G. L. Myland, Toronto. The committee on thanks returned a resolution of appreciation for the civic welcome and the fine treatment accorded the conference by the local union, and the conference was declared to have been the most successful on record.

THANKING THE CUSTOMER FOR HIS PATRONAGE OF YOUR SHOP

How many printers aim to have a little follow-up word done with the orders they send out?

It's good business, and is coming to be more and more recognized as such.

On leaving the limits of towns the motorist sees a sign which says "Thank you," printed of course on the assumption that he has observed the traffic rules. It's not much, perhaps. Just a little pleasant remark, and it didn't cost a heap.

The same thing applies to all lines, and the selling of printing is no exception.

Above is a slip used by a Nebraska house. Envelopes could be used with this wording, or anything else that serves the purpose. But the main thing is the idea and it's a good one.

WE THANK YOU

We thank you for this order and hope
you will be so well pleased with our work that
you will want more of it

Phone Douglas 2276 and we'll send for copy

HOPSON PRINTING COMPANY

621 South Fifteenth Street, Omaha, Nebraska

The Smaller Shop's Case

Editor Printer and Publisher:

Sir,—I would suggest that a share of the Government-controlled also the city printing, be divided equally among all the city job offices who can handle the work, instead of giving it to one or two offices, and that the contracting for the city printing be discontinued in favor of the struggling little offices who have taxes and other expenses to bear. There is plenty of small work which could easily be divided among the ordinary small job printing offices and would be greatly appreciated.

Yours truly,
C. T. THOMPSON,
2909A Dundas St., Toronto.

Journalist Candidate.

The retirement of Sir Gilbert Parker from the seat for Gravesend brings Alex. Richardson as the new Unionist candidate. Mr. Richardson, his probable successor, has had special opportunities of studying engineering questions in England and on the Continent. He was born at Dumbarton, on the Clyde, and during his early manhood was in close touch with masters and men there. Nearly thirty years ago he moved south and joined the staff of "Engineering." He has been a member of the Council of the Institution of Naval Architects and a vice-president of the Junior Institute of Engineers.

Standard Pages

You will be interested in the results of a meeting held on May 22 at Chicago by the National Association of Purchasing Agents. This meeting was held to determine a standard booklet and catalog size. Besides representatives of the 2,000 purchasing agents who continually buy printing, there were representatives of many national organizations interested in producing or buying printing. The discussion boiled down to three divisions—those favoring the size of 6 x 9⅛, those favoring 7½ x 10⅝, and those favoring the 8 x 11⅛. A resolution was passed and wired to the Federal Trade Commission, Washington, as a unanimous vote that advertisers and printers confine all printing of booklets and catalogs to those cutting from three sizes of paper—25 x 38, 32 x 44 (with their doubles), and 33 x 46.

After the general meeting the Purchasing Agents voted that the size 7½ x 10⅝ recommended by the Executive Committee of the United Typothetae be adopted for catalogs, and that a booklet size of 5¼ x 7½ also be adopted as standard. This vote was then put in the form of a resolution and wired to the Federal Trade Commission.

Cards are being prepared giving folding and size specifications of all booklets and catalogs that will cut from the three standard sheets. If you would like copies of these cards for distribution among your members let us know how many you need and they will be sent to you without charge.

Yours very truly,
Dexter Folder Company,

There is one thing we are all selling, not only for to-day, but for to-morrow—satisfaction. Satisfaction not only assures sales for to-morrow, but makes them easier.

ADVERTISING FIELD AFFORDS ROOM FOR A WHOLE LOT OF STUDY

Volney C. Irons, superintendent of advertising for United Grain Growers, Ltd., Winnipeg, the $5,000,000 farmers' company, has resigned to take the post of copy chief on the staff of A. J. Massie, Limited, general advertising agents, Winnipeg. The United Grain Growers, Ltd., have transferred their advertising account to this agency, so that it will still be under the supervision of Mr. Irons, in so far as the mechanical details and placing are concerned. The change took effect June 1st.

Mr. Irons expressed his appreciation of the PRINTER AND PUBLISHER in no uncertain terms, but most of all he thinks it is "a regular 'home-town-personal-column' to the folks in the professions." Mr. Irons has served eight years before the case as an ad. compositor. He has capably filled the circulation man's chair for three years with *The Canadian Thresherman and Farmer*, of Winnipeg.

"But," as Mr. Irons said recently in an interview with our Western representative, "these jobs were merely part of my lifelong dream to become a great advertising man. While I have had lots of agency experience, and have directed one of the largest advertising appropriations in Western Canada, I find myself learning new phases of the game every day. I never expect to know it all.

"Advertising is a profession in which one is continually running into newer and better broader ideas. The fundamentals of advertising are comparatively few, but their application to any business is indeed no task for the man whose motto is "Tomorrow!"

"No matter how successful a campaign may have been for one article or business, it is quite likely to prove a flat failure for another. The big job in advertising—the digging for facts, sounding out possible markets, and the like—is rarely dreamed of by the reader of an advertisement. But after you have your material, and merchandising data, your campaign planned, your media selected, your schedules made, yes, and your copy written, I am satisfied that sixty per cent. of your advertising success depends on the set-up, the display, of your matter. And right here is where I cannot understand why so many advertisers pay good money for copy and space and then "leave it to the printer!" True, the printer is supposed to know his job better than an outsider, but how many printers have ever been trained in setting advertisements from the standpoint of attractiveness *and making it easy to read?* I believe the printing classes in the various technical schools might well be attended by eighty per cent. of the 'journeymen'. There is no question but that the advertiser would greatly benefit by such a course."

V. C. IRONS

Supt. of Advertising for United Grain Growers' Ltd., Winnipeg.

The *Times'* Merits.

Awards of eight prizes and medals for prominence in American journalism and letters in 1917, established by the will of Joseph Pulitzer, owner of the New York *World* and founder of the Columbia School of Journalism, were announced by President Nicholas Murray Butler of Columbia University after the awards of the juries appointed to consider meritorious achievements had been approved by the Board of Trustees. Three of the prizes had never been awarded before because the juries in other years had considered that no achievement in the fields of journalism or letters was worthy of them.

One of the prizes awarded for the first time this year was a $500 gold medal "for the most disinterested and meritorious public service rendered by any American newspaper during the year." This prize was awarded to the New York *Times* for "the disinterested and meritorious public service rendered by it in publishing in full so many official reports, documents and speeches by European statesmen relating to the progress and conduct of the war."

Circulation Managers.

The twentieth annual convention of the International Circulation Managers' Association was adjourned at Washington with the election of officers and the selection of Buffalo as the place for next year's meeting. The officers are Joseph R. Taylor, the *Press*, Grand Rapids, president; James McKernan,, the *World*, New York, first vice-president; Wm. I. Argue, the *Star*, Toronto, Ont., second vice-president, and J. A. Mathews, the *Oklahoman and Times*, Oklahoma City, Okla., treasurer and secretary. J. R. Henderson, the *Gazette*, Montreal, was re-elected a director.

A Big Mouthful.

Simcoe *Reformer*: We wish that when newspapers amalgamate they would not keep both names, joined by a hyphen. Woodstock *Sentinel-Review*, Brockville *Recorder-Times*, what clumsy mouthfuls. How wasteful of editorial pencil and linotype metal. Naturally neither party to an amalgamation desires to be the vanishing one. But why not a new name altogether?

"Scooped" Them In.

With the Americans in Picardy.—An instance of the Boche's anxiety to surrender in the Cantigny battle was furnished, when a group of twenty tried to be captured by an unarmed correspondent.

"Jimmie" Hopper, famous magazine writer, went out with the Americans. As he was entering Cantigny a crowd of Germans rushed at him, begging earnestly to be taken prisoner. Hopper was nonplussed, but called to an officer: "Come and get 'em."

English Paper Prices.

The following papers are to be raised from 1d. to 1½d. weekly, states the Newspaper World:—

Electrical Industries, Hampshire *Advertiser*, Hampshire *Independent*, *Home Chat*, Preston *Herald*, Southampton *Times*, Staffordshire *Advertiser*, Staffordshire *Chronicle*, Staffordshire *Weekly Sentinel*, Uttoxeter *Advertiser*, *Woman's World*.

Honor Roll

The second edition of the Honor Roll of the Picton Collegiate Institute has been published from the office of the Picton *Gazette*. The work of collecting the photographs of graduates of the Picton school who are now overseas has been looked after by the "staff" of the Collegiate, and they have done their work well. The photos of no less than 108 of these soldiers and nurses are reproduced, as well as the "staff" of the editorial talent of the school, and the staff in the ordinarily accepted use of the school word. Along with the illustrations are a number of columns of reading matter, all of it of a highly patriotic style. The typographical work has been well handled in the *Gazette* office, good results being obtained in the reproduction of the photos. The getting out of these publications entails a lot of work, but those who are doing it should remember that they are in reality writing local history in a way that it would be impossible to do at a later date. Their enterprise is to be commended. Local advertisers in Picton have taken spaces in the "Honor Roll" that no doubt helped to make the enterprise possible.

FATHER OF EDITORIAL SECTION PLEASED AT LOOKS OF THE CHILD

J. G. Elliott, of the Kingston *Whig*, who was the chief mover in the bringing to light of an editorial section for the C.P.A., was of course gratified at the way events turned out. Speaking to PRINTER AND PUBLISHER of the reception given to the idea, he said:

I am pleased that the Canadian Press Association recognized the desirability of an Editorial Section and so heartily approved and wished the new undertaking God-speed. It rounds out a splendid organization and its success rests upon the editors of Canada. It is created for their benefit and the way in which they seize upon it to strengthen the profession, or calling, or whatever it may be described, will depend its value.

The Editorial Committee created is strong, aggressive and capable. I am sure all the members will be earnest and enthusiastic in promoting the best interests of Canadian press writers. What these think of it will be manifested by the way they seek membership in the Canadian Press Association.

It is too early yet to make plans, though the expressions of members were to the effect that a gathering of the editorial workers in Ottawa during the next parliamentary session would be worthy of consideration. A well staged gathering would be an effective means of showing the strength and force of the press and where better could it be shown that at the capital of our wide flung Dominion? And day and night in the midst of the nation's activities would be an inspiration to all editors: the brief holiday would be a stimulation to fraternal and brotherly relations and likewise create a feeling of loyalty and devotion to our country—if any was needed—in these strenuous days.

I like the idea of the "moulders of public opinion"—as it is phased—getting close together. The few of us who have met in the gatherings heretofore held know the pleasure and satisfaction that has come through social intercourse. Association is the stimulus we all need.

The opportunity is open to the editors: if they rally to the call a vigorous, helpful, vital organization can be formed. And if I know right the "men behind the pen" the committee can count on their backing and support.

AND THEY'RE STILL TALKING OF WHAT THEY DID AT THE GATHERING

W. A. Fry, of the Dunnville *Chronicle*, has somewhat to tell of the way money was squandered at the C.P.A. meeting here. He saw a case where bang went 81 cents, and on his return he hastens to say so like this:

A PHILANTHROPIC EDITOR

Pockets Bulged with Tickets, but Couldn't Get into a Show

At the meeting of the Canadian Press Association in Toronto last week it cost George Pearce of the Waterford *Star* 81 cents to get into Loew's 25 cent show. George got into line and put up two bits for an admission ticket. When he reached the door, he found he was minus the war tax and had to step out of the front end of the line and go to the rear and start in all over again. Then when he had spent another quarter of an hour and worked his way along, got his war tax ticket, and again reached the door the cop on guard stopped the line because the house was full and the fire regulations would allow no more to be admitted. But George was not to be balked. He had lost some valuable time in an effort to see Loew's show and he was going to do it. So he ducked under the rail, and bought another 25c ticket and 2 cent war tax ticket for the roof garden, and up the elevator he went. But the fates were against him. Just as he reached the door upstairs the cop on guard said there was nothing stirring, as the garden was full, too. More determined than ever, George beat it down the elevator again, got in line, purchased another 25c ticket and 2 cent war tax ticket and this time made the grade. Just why he again bought tickets for the down stairs show when he already had them, will take a heluva lot of explaining. When he finally got out of the show, the elevator had stopped running and he couldn't cash in on his unused roof garden ticket. Now if all this had happened to the editor of the *Chronicle*, the surest thing you know is that some people in Dunnville would be mean enough to say the house and garden were not the only things that were full. George's alibi is that Tim Savage and Herb Stafford, two highly respected Waterford temperance business men, were with him. Far be it from us to throw the first stone.

PUBLICITY FOR VICTORY LOAN WAS ONLY FIVE PER CENT OF THE EXPENSE

Various estimates have been made as to the amount the press received from the Government in connection with the press publicity for the Victory Loan, but the actual figures paid were clearly set forth in audited statements submitted to the annual meeting of Canadian Press Association, Inc., held in Toronto on June 13th and 14th.

The total amount paid by the Government for advertising space was $165,419.81, which was distributed among 1,400 newspapers and other publications. Approximately $5,000 was spent in the preparation and distribution to the press of a large number of special articles, illustrations, cartoons, etc., which were inserted in the press without charge. The setting of type and making of duplicate plates of the advertisements for the various publications used and the fees paid to the five co-operating advertising agencies for their services cost in the neighborhood of $37,000, making the total expenditure $208,166.09.

As the total cost of floating the Loan was approximately $5,000,000, the Government's expenditure on press publicity represents less than five per cent. of the total expenditure. It is interesting to note also that the press publicity cost only one-twentieth of one per cent. of the total amount subscribed to the Loan.

The press publicity for the Loan was handled by Canadian Press Association, Inc., and the officers of the Association and its individual members co-operated splendidly in making the campaign a success. During three months last fall most of the time of the President, Mr. J. H. Woods, Calgary *Herald*, and the office staff was devoted to the press publicity campaign, and for several weeks the committee of publishers in charge were in almost continuous session. The individual members, on the other hand, contributed, without charge, space in their newspapers and other publications which, if calculated at their regular commercial rates, would run up to more than the total amount paid for the advertising space.

Neither Canadian Press Association, Inc., as such, nor any of its officers or committees, received any remuneration for their services in connection with the Loan, those services being given voluntarily and in the spirit of national service.

When Type Matter Sticks

OCCASIONALLY type matter which has been standing for a long period adheres so tightly that it must be broken apart before it can be distributed. This causes the hands and fingers of the distributor to become rough, and even sore, if there is much of such material to put away. The easiest and most simple way to loosen matter of this class is to submerge it in very hot water. Tie up in sections, draw a bucket of boiling water, and "soak" the material for an hour or so. Sometimes it is necessary to change the water several times as it grows cold, but this plan is worth while when there is a lot of matter of this kind to distribute.

As the forms are taken from the bucket, place on a metal galley, and strike the face of the matter with a stiff benzine brush. This will aid in separating the characters.

A characteristic feature of much of the printing of the present day is the lack of harmony to be found therein—harmony of type faces, harmony of shapes, harmony of tones or colors—in fact, harmony of every kind being sacrificed in the attempt to attain "originality," even though the results be conspicuous by their freakishness rather than by any beauty of design or color whatever.

THE AMALGAMATION IN ST. THOMAS

THE TIMES-JOURNAL BORN ON JULY 1, 1918

ONE of the most important newspaper amalgamations in some time took place on July 1, when the St. Thomas *Times* and the St. Thomas *Journal* joined hands under the name of the St. Thomas *Times-Journal*. The first issue of the new joint paper was issued on July 2, and was a most creditable production notwithstanding the enormous difficulties experienced in completing the details of so extensive an undertaking. The first issue was of 16 pages and was replete with live local and telegraphic news. A feature was the amount of district copy contained, this matter running into some twelve columns.

The reasons for the amalgamation of two such old and well-established newspapers are those which have been responsible for similar unions elsewhere—scarcity of labor and the excessive cost of all those materials which go into the making of an up-to-date daily paper. The amalgamation has been in contemplation for some time and assumed definite form a few months ago. Contrary to the belief of some, the proposition is a distinct amalgamation and not the purchase of one newspaper by the other. The shareholders of the old Times Printing Company, Limited, and the shareholders of the Journal Printing Company, Limited, are the shareholders of the *Times-Journal* of St. Thomas, Limited. In addition a second company has been formed to be known as the Sutherland Company, Limited. The latter will handle the two job plants of the old companies and a great extension of the business in this way is planned.

ARRANGEMENT OF PLANTS

The *Times-Journal* newspaper is being issued from the plant of the former *Times* while all the job business is handled at the old *Journal* plant, a block away. L. H. Dingman, former head of the *Times*, is president and managing director of the *Times-Journal* of St. Thomas, Limited, with F. W. Sutherland, former president of the *Journal*, as vice-president. In like manner, Mr. Sutherland is president of the Sutherland Company, Limited, with Mr. Dingman as vice-president. The directors of the *Times-Journal* are as follows: L. H. Dingman, president and managing director; F. W. Sutherland, vice-president; William H. Murch, secretary; W. L. Agnew, treasurer; Thomas Keith, managing editor, and Charles C. MacIver and Andrew D. Mackenzie. J. Ellison Young, former editor of the *Journal*, is connected with the *Times-Journal* in an editorial capacity.

The new newspaper—which will be conducted on strictly independent lines—is admirably fitted to serve the large field in which it is located. Only two or three years ago the *Times* installed a 24-page Hoe press and other modern equipment and its linotype battery of five machines is augmented by two more from the *Journal*, the other two *Journal* machines being retained for job composition. The staff of the two papers have also been merged to a large extent so that the *Times-Journal* is in an enviable position from a mechanical standpoint.

F. M. SUTHERLAND

St. Thomas is an ambitious and growing city with a present population of 18,000 and is surrounded by one of the best farming districts in the Dominion. The *Times-Journal* is the only daily published in the

L. H. DINGMAN

County of Elgin and with a staff of approximately two hundred correspondents is in a position to furnish its readers with "all the news that's fit to print." The *Times-Journal* is a member of the Canadian Press, Limited, and uses the Toronto *Star* news and feature service as well as Racey's cartoons and many other features. Special writers who contributed daily and weekly articles to the old papers are retained under the new arrangement so that readers of the amalgamated paper will get more than ever for their money.

Advertisers and readers are generally pleased with the new arrangement and signal success is predicted for the venture. Both St. Thomas papers have for years been among the best in the province but the arrangement which went into effect the first of this month will admit of improvements never before dreamed of.

EARLY NEWSPAPER HISTORY

The first paper published in St. Thomas was the *Journal*, but not the *Journal* which has recently amalgamated with the *Times*. The original *Journal* was launched in 1831, and was Conservative in politics. In 1832 there came the *Liberal* and for some years violent editorial combats were indulged in. So warm was the feeling at one time that the editor of the *Liberal*, going down to the office one morning, found that most of his plant had been dumped down the creek bank and ruined. Nevertheless he set to work and speedily got together another plant with which business was continued. Both the *Journal* and the *Liberal* ceased publication in 1837. They were followed by the *Enquirer* and the *Standard*, the latter dying in 1846. The Canadian *Freeman* commenced a few months later and after some years of existence went the way of the others, to be succeeded in 1853 by the *Dispatch*, which ended its life after 23 years of service to the Conservative party. Another Conservative paper, the *Elgin Express*, launched in 1872, continued about a year. In 1859 Archibald McLachlin issued the first edition of the *Canadian Home Journal*, a Liberal paper, which continued publication from that day until June 29, 1918. Archibald Blue, E. E. Sheppard (later of Toronto *Saturday Night*), James S. Brierley (later of the Montreal *Herald*) and A. S. Smith were among those who controlled the paper at various times before its purchase in 1906 by a company headed by F. W. Sutherland. The St. Thomas *Times* was founded in 1873 by the late Jonathan Wilkinson, father of W. J. Wilkinson of the Toronto *Mail and Empire*. Just prior to his death in 1901 the property was purchased by A. E. Wallace and John W. Eedy and was conducted by them until 1902, when it passed into the hands of a company of which L. H. Dingman was president. From its inception the *Times* served the interests of the Conservative party and was singularly successful.

The aggressive spirit that has marked the conduct of the two St. Thomas papers for so many years will be continued by the *Times-Journal*. The paper has everything to warrant success—an excellent staff, splendid mechanical facilities, enthusiastic advertisers and a great following of interested and loyal readers. What more could be desired?

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - - - - Business Manager
A. R. KENNEDY - - - - - - - - - Editor

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The Weekly Press is Snubbed

A PARTY of Canadian newspapermen have gone to the Old Country. It is also said that they will pay a visit to the Western front. It is understood that M. E. Nichols, at the say-so of Lord Beaverbrook, drew up the list.

The selection is about as direct a slap at the weekly press of the Dominion as can well be imagined. The only representative is John Weld, from the *Farmers' Advocate*, of London, and that is not, strictly speaking, in the class of weekly newspapers.

The following list gives the number of publications, properly classified, in the Dominion:—

Daily papers	135
Tri-weekly	5
Semi-weekly	41
Weekly	1,018
Bi-weekly	8
Semi-monthly	32
Monthly	228
Bi-monthly	1
Quarterly	20
Others	2
Total	1,490

When it comes to a representation of Canadian journalism, is it not a mighty poor tribute to all sense of fairness that the 1,018 weekly papers are left out entirely, while the 135 daily papers have 23 representatives? The farm papers have one representative; the religious papers have none; the trade papers have none, and the magazines are also in the left-over class.

And when it comes to national service, the weekly paper is, proportionately, bearing the burden. Not for one minute can it be contended that the weekly gets in on the spectacular performance. But he has been for years the target for miles of reading matter to help in every local cause connected with the war. His office, not equipped with much labor-saving machinery, has felt the course of enlistment, and it has been his part to "carry on" and keep up the spirit of his community.

Analyzed in another way, the list of editors shows Quebec with a total of 187 publications of all sorts, having 8 delegates. Quebec has 20 dailies, 107 weeklies, 51 monthlies, and 9 others. Quebec dailies have a 40 per cent. representation. Were the weekly papers of the Dominion given similar favors they would send over 400 delegates.

The party or parties selecting the list have little reason to be proud of their job. The weekly press of the Dominion, the paper that really gets into the home, has been splendidly snubbed at Ottawa.

The Call Is To National Service

THE publisher of a weekly paper in the Province of Quebec writes to PRINTER AND PUBLISHER concerning several matters. He states that a friend of his, the clerk of the municipality, who had something to do with the selling of the Victory Loan in his district, showed him a cheque which he received some time ago as in connection with the service he had rendered. It was for an amount equal to the entire advertising account of the paper.

Small wonder that some publishers are inclined to think publicity is not the highest priced commodity on the market.

In another case that has been drawn to our attention by letter, the interested person writes: "The men who canvassed me received their commission on the business. I found by inquiry that the commission had to be paid to some person. Well, I subscribed four thousand dollars, and they got $20 out of that. Why? I don't know. Here is my own case. I have lost one boy in France, and have another who has been there for two years in the thick of it. That boy would have to face death for a good many days to earn $20, and all that had to be done here was secure my signature. Again, I am financing a man in the West who is growing potatoes on the understanding from me that he sells them at a price to yield him a very nominal profit. I am taking all the chances and there are some thousands of dollars involved. I can't serve myself in the war, but I am trying to make all that I possess do something. I do object, though, to have any man or body of men coming of necessity between me and what I propose doing and making it of less value than I intended, even by the fraction of a cent. It isn't fair—it isn't right and it isn't in keeping with the spirit that made my two boys drop splendid positions here and go to the front."

And there's a lot in it. Too much in fact for the man who is making money out of the war to read and think about and at the same time feel comfortable.

J. H. Woods, the retiring president of the C.P.A., probably had the right idea when in his address he referred to the necessity of "service" being the keynote that should prompt and guide the individual. There never was a time when a money-grabbing race needed to have that idea of "service" pumped into them as exists right now. Men don't like the name of blood-money. It sounds bad. It wouldn't be nice to place it to your credit. And so they call it other things at times. They name it profits, they call it commission, and they label it as dividends—but they can't cover it up.

In a fight for national existence why should some men die and others become fabulously wealthy?

The Editorial Committee

THIS year J. G. Elliott of Kingston was successful in getting his pet hobby for an editorial committee hitched up officially to the Canadian Press Association. The committee named is fairly representative of all the papers, with the possible exception of there being no representative of the trade, religious or technical press.

Well, why shouldn't the editorial ends of the papers have a chance to annoy the meetings of the Press Association?

Any of the editorial men who do attend have to sit for hours and listen to men discussing how to chase the filthy lucre. It's horribly embarrassing for a pure and undefiled editorial mind to have to know that such great stress is placed on gross material matters. What does he care for such matters as dollars and cents? He knows they come, and he's mighty sure it is all because of the immense brain that writes the heavy documentary evidence for the editorial page. He never dreams but that the general public begin each day about noon to wait until they can peruse his column before pulling their vest buttons up against the kitchen table for the evening portion.

Well, why not carry the war further? Have some editorial topics up for discussion in the presence of such ordinary creatures as business managers, proprietors, circulation men, and advertising chasers. Let them be sprayed with editorial dew fresh from the great sources of wisdom and inspiration. Let some of the brain whackers get up and tell how under the sun they ever do it—and get away with it. And let another of the tribe explain why one of his leaders is of more importance to the street sales than a red hot story from Simms or Gibbs that carries horse bill type across the front page.

The editorial committee should see to it that there's more of the fifty-fifty feeling in the meeting. At present the business office wags the press meetings. Let the editors climb up on the stump and proceed to cram the business office luminaries with the outstanding importance of sanctum production.

Trade Papers and the Weekly Press

THE publishers of the weekly papers in Ontario have no better friends in a business way than the trade papers. Weekly papers are mentioned here because to the publisher of the weekly paper the problem of educating the retail dealers to use advertising space generously and judiciously is always an important matter.

Trade papers that deal with affairs of the grocer, the hardware merchant, dry goods, men's furnishings, etc., devote a large amount of space in the course of a year in trying to point out to the dealers the importance of press advertising. They spend money to do this. Sample ads. are used, directions are given for the preparation of copy suitable to their particular lines of business, and the success of merchants who are consistent advertisers is carefully noted and published.

There is a force here working directly in favor of the papers published in the towns where trade papers are read. The paper urging the use of advertising space in this case has nothing directly to gain. His only gain is in showing the merchant—his reader—how he can develop his business by the proper and telling use of advertising space.

The man directly to be benefited is the publisher of the paper in that town. The trade paper is in reality a good, constant and consistent solicitor of advertising space for the newspaper.

It would be good business for the publishers in these places to find out what is being done by the trade papers in this direction, and then proceed to link up their own efforts with those of the merchant.

The trade paper is constantly advising its readers to use the local advertising mediums, and is doing it in no uncertain manner.

The Shortage of Apprentices

SPEAKING of conditions in Western Canada, several members of the C. P. A. from that district told PRINTER AND PUBLISHER, during the recent convention here, that the help problem was an acute one with them. "I would be glad to take four operators back West with me," stated one of these men, "but I do not seem to be able to get them in the East any more readily than in the West."

As a matter of fact operators are scarce in Canada. That statement can be further extended by saying that good operators are very scarce. Offices are not looking for the speed fiend. They are not particular now whether he fills the clock every day. In fact they won't fire him if at the end of his day he hasn't put up fifty thousand. The day of the pace maker is done. Offices are looking for the men who will set first of all, clean type, and set it according to the rules of good printing.

One Westerner told of an office in his city which was not training any apprentices. It is too much bother. They want the finished operator. Where is he coming from if the apprentice system is allowed to go to pieces? It may be that publishers are right now, in the scarcity of good operators, display and floor men paying the price for the neglect of the apprenticeship system of which they have been guilty in days gone past.

Other trades are facing a somewhat similar situation. Moulders, for instance, are scarce. Apprentices to this trade are few, and there are no signs of any improvement. In fact foundrymen in several centres have stated that it is only a matter of time until the business of moulding has passed to the foreigners who work in the shops in large numbers.

But publishers are much more interested in apprentices in the mechanical departments of their shops than they are with any other line of business. The middle west right now is alarmingly short of operators and other lines are far from overcrowded. What will it be five years from now, because there are sure to be many more papers with the opening up of that vast country. Careful attention to the training of apprentices is the remedy for the future, even if it will not cure the situation that exists at the present.

An expert is a man who tells some person else how to do what he can't do himself.

* * *

Good seasonable advertising can be secured by editorial co-operation with dealers who advertise the "paint-up" habit at this time of year.

* * *

The newspaper business has managed to get along fairly well through the war, but we must admit that the reported shortage of scissors makes the war situation look serious from an editorial standpoint.

* * *

For the present we shall have to admit there is some uncertainty as to whether the Western Minister did shake his head, and if so, whether there was anything in it—Toronto *Globe*.

In what?

* * *

Cutting out the deadwood circulation is a good way to go easy on the paper supply. After all quality circulation is the object looked for. The good and the worth-while subscriber isn't the one whom you have to roll over on his back and choke the paper down his throat.

* * *

United States soldiers bought all the Hearst papers they could in a New York State town, marked them "poison," and set fire to them. Now that may have helped the feelings of the men quite a bit, but isn't it a pretty serious state of affairs that permits the publication of papers of that nature? The cleansing fire should be applied before the paper reaches the finished stage.

* * *

According to the *Fourth Estate* "the wider margin of profit obtained by newspaper publishers by advances in the selling price of their papers is being cut down. Increases granted to the printers are no small item in the growing expenses of the publishers. These increases are not local, but extend from coast to coast." The *Fourth Estate* goes on to publish a list, some columns in length, giving increases granted to various branches of the trade in recent weeks.

* * *

Some of the grand old customs that used to make journalism a real life are still with us. Surely there's plenty of the rough stuff as well, but as well as plain milk there's often a good head of real cream. Thus the Thamesville *Herald*:—

> "The editor of The *Herald* is indebted to Mr. W. B. Carman of Howard, for a nice bag of potatoes. Mr. Carman makes a specialty of potatoes and recently through a small ad. in The *Herald* disposed of all of his surplus stock. It pays to advertise.

AGENCIES AND THE WEEKLY PAPERS

Paper Read Before Weekly Section of C.P.A.

By J. E. McConnell

WHEN our President, Mr. Desbarats, requested me to talk to the members of the weekly section of the C.P.A. I was pleased that I was selected for the weekly section.

This should be quite natural, because I should know something about publishing a county weekly.

I served three years as an apprentice printer on a county weekly. I did my first reporting on a county weekly. I sold my first advertising space and wrote my first advertisement while on a county weekly. I also mostly owned a county weekly which I tried to run by long-distance methods, but this scheme was not entirely a success.

So, having had a county weekly experience from printer's devil to proprietorship, I should, perhaps, feel a little more comfortable talking or rather reading to publishers of county weeklies than to some other class of publishers.

I have selected a number of the more important questions bearing on the relations of the agency and weekly publisher, and will deal with them in the order in which they appear to me to be of importance.

In dealing with these questions I will refer frequently to methods employed in our own business, because I cannot speak for the exact methods of our competitors. I take it, however, that the methods pertaining to details, as followed by all agencies, are more or less similar.

SOME OF THE FUNCTIONS OF AN ADVERTISING AGENCY

As you all probably know the advertising agency business is a development of the original independent advertising canvasser. The work of the original agent mostly consisted of obtaining orders from advertisers and placing the business with such publications as were desired.

I understand that, in the early days, the agent merely obtained the orders and sent them to the publishers, leaving the publisher to collect the money and pay him his commission. He carried no financial responsibility. He gave no service to his clients and, of course, did not need to maintain a large and expensive organization.

Since those days, conditions in all lines of business have developed and ideas of service on the part of manufacturers and salesmen, to their customers, have so developed that the agency business has, of necessity, also developed and has added many service departments, at heavy expense.

The service as now rendered by most agencies is very much the same in the main, although differing in both quality and extent.

The creation and development of a national advertiser is usually slow work. The ordinary procedure is to make numerous visits to a prospect. After waiting perhaps for months or even years, and after exhaustive stories as to the wonderful business panacea of advertising, of service equipment, etc., the agent may succeed in getting the prospect sufficiently interested to ask for estimates and plans—without, of course, obligating the prospect to put on a campaign.

The prospect may also ask other agencies to do the same thing in order to make comparisons.

Each agency may spend anywhere from $100 to $1,000 in time, travelling expenses, making of sketches and in many other ways before starting such a prospect. Quite often such promotion expense is incurred without results.

When an advertiser places a campaign in the care of an agency the real work of the agency begins.

Usually it is necessary for the man who prepares the advertisements to call on the client in order to get as much information on the product and selling methods as possible. Frequently the agency's representative makes an independent investigation for his own information. He may call on retail merchants who sell the product. He may call on brokers who handle the goods, to get their opinions; he may get acquainted with the client's travellers, and even visit consumers. This exhaustive study is necessary to produce advertising intelligently and to insure the success of the campaign.

According to the time available, from one to three months may be spent on this study and in the preparation of the copy. During this time the agent, his copywriters, artists and engravers are all employed in thinking out and executing the first few advertisements. These are then submitted to the client, in the form of carefully made layouts with sketches and text, and if approved, the work of putting them into plate form is proceeded with. This involves completion of any drawings which may be used, the buying of zinc etchings from the drawings, having the type set to zinc etchings, again submitting the proofs in type form to the client, and if again O.K.'d, having an original electro pattern of each advertisement made.

From these original patterns as many duplicates as are required can be made.

Schedules for the various papers on the list have probably in the meantime been decided upon. With so many varying classes of publications as we have in Canada, and so many variations in the sizes and character, many schedules are often necessary.

Sometimes a list of one hundred papers will have twenty-five or thirty schedules. This year one of our large accounts has over ninety distinct schedules. This means tremendous detail; in fact, the agency business is one immense fabric of detail, and on the proper handling of all this detail largely depends the success of the business.

I have explained the details of the process of the preparation of advertisements because this is a part of agency work which is very little appreciated by the majority of publishers.

As a rule, all the publisher sees is the order, the finished plate and instructions to insert, all of which seems simple and gives no idea of the time and expense which has preceded them.

When all this work has been finished the inside handling of the account is turned over to the purchasing and instruction departments. The purchasing department will order the plates required, and the instruction department will prepare and forward instructions according to the schedules.

But the work of the man who handles the account with the client does not stop here. The progress of the campaign must be followed. Sometimes plans require revision, fresh copy is often necessary, and constant attention is required.

In well operated agency offices the papers are checked the same day they are received, so that errors can be promptly detected and the publisher notified.

As upwards of nine hundred county weeklies are published in Canada, besides the numerous publications of other classes, you will understand the necessity of checking them promptly.

Care in the execution of instructions by weekly publishers can greatly assist in the reduction of clerical work in the offices of agencies, and at the same time reduce the amount of correspondence on the part of both publishers and agencies.

This brief outline (and it is only a brief one) of the service of an agency to its clients and its methods of handling the work, will give you some idea of the necessity of good organizations and direct but effective office systems.

All this agency service development and its accompanying expense has been a distinct addition to the original conception of the duties of an agency, and has compelled the agency business to increase and develop large national accounts, in order to get a large turnover; because without volume such service would be impossible.

Without all this Canadian agency creative service I do not believe that national advertising expenditures in Canada would have grown to the splendid amounts which are now annually spent with our publications.

PURCHASING OF SPACE

This matter, including terms and conditions, is perhaps the leading consideration bearing on the relations between agency and publisher.

This is one department of the agency business which no agency is ever likely to have the satisfaction of fully mastering, and it is the transaction around which centres many of the misunderstandings and much of the dissatisfaction between the agency and the publisher.

Until about a month ago I thought that most of the causes for complaint and most of the trouble between agencies and weekly publishers were traceable to the publishers. About that time some of the agencies were invited by the advertising committee of the C.P.A. to a conference to discuss some of these matters. Your advertising committee had quite a lengthy bill on its hands. Some of their complaints, although names were withheld, I recognized as our own. After listening to the discussion for some time and getting my second thoughts on the subject, I concluded that a standing committee, perhaps one for each province, would be required to sit continuously to deal with such matters.

Coming back to the question of purchasing space. You are all, of course, familiar with the forms which we use. Some time ago we consented to use a standard form of contract. We found this to be quite satisfactory with the vast majority of publishers, so would any sort of a memo. The need of a contract form is not governed by the publishers with whom the agency has no misunderstandings, but with the publishers who do not conduct their business in a businesslike manner. And it would be a very strange thing if among 1,200 or 1,500 publishers there would not be a great many who are inefficient and unbusinesslike in their methods. From the thought given to this matter to date I do not just see how a standard form can be made to serve our needs.

When making estimates for clients and prospects, and purchasing space from publishers, we are guided by the information at hand. If, for instance, a weekly publisher has been accepting a fixed rate on a number of contracts spreading over a period of time without regard to some rate card which may have at some time been sent to us, we invariably quote the rate on which we have been working, to our clients, and offer the same rate to the publisher. We do this until we are satisfied that this rate has been discontinued to everybody—agencies and advertisers direct. At times an agency's persistence to hold a certain rate may seem unreasonable, and perhaps at times it is unreasonable, but if the publisher in such cases will keep in mind the fact that a great many of his brother publishers have not a fixed rate, he will be more sympathetic to the agency's viewpoint.

In order to meet competition from competing agencies and direct quotations from some publishers themselves, the agent must

in some way satisfy himself that he is being given as low a rate as is given to anyone. It is not an uncommon occurrence for an agency to be told by his client that such and such a publisher will give him—the client—space at a lower rate than the agent has quoted.

An agency should receive at least three months' notice of an increase in rates and to those publishers who decide on a rate and intend to maintain it I would like to say that when giving notice of the change that every agency be advised by registered mail and told plainly that that rate and no other is to apply. Then, if an attempt is made to reduce that rate I would return the forms and tell him once more my rate would be maintained whether or not I got his business and that there was no use of further correspondence for the purpose of getting a lower rate. If this decision on the part of a publisher is adhered to the agent will come to understand that it is final—after which future transactions should go through without much trouble.

Now, while this would be an ideal way on the part of both the publisher and the agent of disposing of this difficulty, I am free to say that I do not think it can be disposed of in this way for the very good reason that there will always be publishers who will not adopt such a policy and many others who will not carry out such a policy if they do adopt it.

Therefore, it will always be necessary for the agency to satisfy himself that he is buying space as cheaply as his competitors and as cheaply as advertisers who buy direct from the publisher. Every agency deals with many weekly publishers to whom they merely send the contract forms without a letter and from whom they receive an acceptance without discussion. Such publications are usually listed and known to the purchasing departments and with them little or no correspondence is necessary.

RATES

Agencies are frequently asked by weekly publishers for an opinion as to what would be a fair rate, based on circulation per thousand. I do not think that any standard rate per thousand of circulation can be intelligently arrived at.

Your rates will naturally be governed by many things; by your cost of production, by your competition, your idea of profits and by the purchasing power of your readers. On this subject I can only say that a weekly publisher should establish a rate which will cover his costs and yield him a proper profit. I think every individual publisher is better qualified to decide this than is any outsider.

In determining rates, especially for foreign advertising, it is necessary to keep in mind the fact that most large advertisers regulate their expenditure according to the business obtainable from the town and district covered by the paper.

If, for instance, a weekly publisher puts his rate at a point which makes the space cost more than the business obtainable in that constituency warrants, it is safe to say that the general advertiser will use some other form of advertising in that town. Most advertisers check this up carefully and refer to their distribution in a town before determining on a campaign in it. Of course different concerns can profitably pay different rates but it seems to me that the publisher must go back to this cost to fix his rates and then fix them so that he can hope to obtain plenty of foreign advertising.

Quite often we learn of cases of weekly publishers quoting their local rates net to agencies. This means that the agent must add his commission to the rate which would be accepted by the publisher from the advertiser direct. Agencies cannot, of course, work under such arrangements.

Often, too, we learn of cases where the weekly publisher asks a higher rate for foreign business than for local. It seems to me that if a distinction is necessary it should be in favor of the foreign business.

For most of such business plates are supplied (if plates are not supplied a surcharge covering costs of setting, but not more, would seem to be the proper basis) and the saving effected by the use of plates should offset the agency commission. In addition to this, consideration should be given to the fact that no work is necessary in obtaining the business and sometimes writing and chasing the copy, and there is no risk about collections.

The agencies are always pleased to make suggestions and co-operate with a publisher in determining his rates.

SHORT-RATE CHARGES

These are beginning to receive some consideration by weekly publishers and if the attention grows you will find that it is going to take up more time and cost more loss of business than you will get out of it.

There is one solution to this short-rate problem and that is a flat rate. I have never quite satisfied myself that a flat rate is the best kind of rate for all papers, but I am inclined to think it is for the weekly publisher. A sliding scale can be abused in a number of ways. An unscrupulous buyer of space may deliberately agree to take more space than he has any intention of using in order to obtain the minimum rate.

From the standpoint of a reputable agency. I think the most objectionable feature of the short-rate is in the case where an advertiser may, in good faith, decide at the beginning of his campaign, to use, say, a couple of hundred inches and later from conditions over which he has no control decides that it is necessary to discontinue the work when perhaps only 100 inches have been used. In a great many instances this would mean a short-rate bill of $1 or $2.

A short-rate is always a disagreeable matter to explain to an advertiser and very often the amount is not worth the actual time required to explain it.

A lot of discussion was given to a case of this kind at the recent joint meeting of the agencies and your advertising committee. The amount involved was from 60c to $1.20. The publisher had a sound case. His complaint was based on principle but not on common sense. If that short-rate of 50c or $1.20 had been put through the agency would have gotten 15c or 30c and the publisher 45c or 90c for their time, postage and bookkeeping.

POSITIONS

The question of positions can always supply a new discussion.

Many publishers grant preferred position without extra charge. Many of these publishers have no basis of charge for position.

One of the difficulties about this question is that there are a number of advertisers who insist on having a position and will not use a paper unless they get it. I know of a number of such clients and while their view on this question may add greatly to the work of handling the account, the account may be of a most desirable character and it is up to the agency and publisher in such cases to do the best they can to satisfy the customer or do without his business.

Many of these advertisers are just as well informed in regard to what certain publishers will or will not do as are the agencies and, of course, when they know that many publishers will give preferred position without extra charge, they insist on getting it.

This question to my mind rests entirely in the hands of each individual publisher. A lot of publishers, including many of your members and publishers who are not members of your association, will continue to grant concessions of this kind and it is up to each individual publisher to say what he is going to do.

Whatever a publisher's policy may be I think it should provide for satisfactory positions—which means ranging from top of columns and alongside reading matter to alongside reading matter most of the time and with only occasionally an entirely buried advertisement for each advertiser.

In this connection I may say that I think more thought is given by some publishers to the theories which their readers may or may not have regarding the make-up and appearance of the paper than is given to the practical advertiser who is supplying most of the capital to run the business.

It seems to me that mighty few subscribers concern themselves much as to the details of the make-up of a paper so long as they get plenty of well written news and in readable form while on the other hand most advertisers concern themselves a good deal about their positions.

From my experience I am convinced that the majority of advertisers look upon a buried advertisement as absolutely valueless and I am satisfied that bad positions have a detrimental effect on national advertising as a whole as well as on the individual publisher giving the bad positions.

FREE READERS

I know the constant agitation to reduce this abuse.

Not many years ago I could place a contract with one of the largest daily papers published in Toronto for 10,000 lines at 5½c or 6c and before the completion of that order could obtain two or three free readers running anywhere from one to three columns and including the use of cuts.

These concessions are still in the minds of many advertisers and it is not easy for them to give up the idea of free readers. At the same time if publishers were to accept all the free readers offered there would be no space in the papers for news or advertising.

While I am fully in sympathy with the reduction of this abuse I think that with the effort should be coupled some reasonable elasticity. I cannot see any reason why a publisher should definitely decide that he will not give a free reader under any consideration. The giving of a free reader is often a great help to get and hold an account.

I think with careful handling the free reader can be made very helpful in getting and holding business and yet be prevented from becoming a serious abuse.

Probably the agencies can give more help in this matter than they have, but we should be able to get together to our mutual benefit on such a small matter.

MISUNDERSTANDINGS

Misunderstandings can grow out of any one of the different points on which I have touched in this paper and I do not think that I am making any serious admission when I say we have plenty of them.

One of our chief aims in dealing with publishers is to avoid misunderstandings. We know full well that the success of the agency business is bound up in the good will of the publishers. Without the goodwill of the publishers, the agency business cannot be developed as it should be and the only way to earn and hold the good will of publishers is by square dealing.

Of course, misunderstandings are due to a number of causes, some, in fact most of them, are avoidable.

From our recent discussion with your advertising committee I judge that a good many of these misunderstandings are due as much to the tone of correspondence as to the actual matters dealt with. A member of your advertising committee practically stated this. I believe this is correct, but sometimes, you know, a man is tired or he may be in a hurry or he may have other things on his mind which are causing him some worry and at such a time he is likely to write a letter with less thought and less courtesy than should be given to the letter.

I know the majority of agencies aim to avoid sending such letters and I think are earnestly anxious to maintain the best of feeling with the publishers.

When such a letter slips through and there are plenty of opportunities considering the hundreds being mailed every day, the publishers can help the situation very much by giving it the sympathetic consideration which the member of your ad-

vertising committee impressed the agencies to adopt towards the publishers.

When a real misunderstanding arises it seems to me the proper and most effective way to deal with it is for the parties concerned to write plainly to one another stating their views clearly and asking for a clear and prompt reply.

There should not be any misunderstandings which can not be overcome by prompt and frank handling.

CIRCULATION STATEMENTS

Circulation statements deserve more attention than has been given to them by the majority of weekly publishers. Many weekly publishers never issue a statement and many do not even send one when they are asked to do so.

The old cloud of padded and false statements still hangs over the publishing business. If it did not there would be no need of special audits and affidavits and all the other methods adopted to convince advertisers that the publisher is telling the truth about his circulation.

Why this condition has developed in the publishing business has always been a mystery to me. In most reputable lines of business the statement of a proprietor or manager is accepted without an affidavit, but while the present customs continue we must conform with them.

Perhaps the day will come when a publisher can issue a statement of circulation over his own signature and have it accepted by everyone.

In the meantime I believe it would pay every weekly publisher to issue a detailed statement accompanied by an affidavit at least once a year. It is not much work to check up and analyze a subscription list and it is not an expensive matter to make an affidavit stating that this is correct.

A copy to agencies and general advertisers would be very convincing and most helpful in obtaining business.

MAKING THE ADVERTISERS' EXPENDITURE PROFITABLE

Making the expenditure by national advertisers profitable in local mediums is a big problem, but the local weekly can and should be a strong factor in every campaign advertising products sold through local merchants. The local weekly should be the link between the manufacturer and merchant on the one hand and the consumer on the other.

If an advertisement tells a reader where the product can be hought the pulling power of that advertisement is tremendously increased.

If an advertisement in a local paper refers the reader to a reputable merchant in the town where the paper is published or a nearby town the possibility of a sale is very much increased. I think it is essential in the interest of the weekly publisher in such cases for him to handle instructions as to local agents as carefully as is possible. This means a little extra work, but it is often the very condition which contributes success to the campaign and insures its continuation and development.

CO-OPERATION ON NATIONAL BUSINESS

We are often asked by publishers for suggestions and help to obtain the business of national advertisers.

The most effective thing to my mind that the publishers of a country weekly can do is to enlist the help of local merchants who sell the products which are sold or advertised nationally.

Most advertisers are very responsive to requests of this kind from local merchants. I believe that local publishers have in their hands one of the most powerful means of creating national advertising through the influence of their local merchants—that exists in the business.

If numbers of local publishers could sufficiently interest the merchants in their towns to put pressure on the manufacturers of goods which the merchants sell through their stores to advertise in their towns, I am satisfied a tremendous increase in general advertising in local weekly papers would result.

Most manufacturers are pleased to think that a local merchant takes enough interest in his product to ask for advertising. When the local merchant asks a manufacturer for such advertising the manufacturer feels that he is a live man and that he will push the sale of his goods.

Perhaps some plans could be adopted by local publishers to bring concerted pressure to bear on certain manufacturers in this way.

If, for instance, the manufacturer of a nationally sold product was to receive requests from merchants pretty generally over Canada for advertising on his goods, he would be in a very receptive frame of mind when the advertising agent calls to discuss a national campaign.

PLATES AND EXPRESS

Some reference might be made to the matter of plates and express. The cost of plates and the express on them is altogether out of proportion to the cost of the space for most campaigns in weekly papers.

The weekly publisher is under a great disadvantage in this respect.

Plates cost very little more for campaigns in the larger and more expensive papers than they do for weekly papers. This is a source of difficulty and one which is undoubtedly operating against the increase of foreign advertising in weekly publications.

Advertisers usually check up the cost of their plates and the comparison of cost between the weekly papers and the larger ones is always to the disadvantage of the weeklies.

I do not know, however, how this can be overcome. It might perhaps be reduced to some extent if the weekly publishers in a town could get together sufficiently to use one set of plates between them, or some express might be saved by sending the two sets to one office.

This is a matter for the publishers in each individual town to deal with and I think it would be helpful where such arrangements could be made and the agencies so advised.

COMMISSIONS AND WHAT THEY ARE PAID FOR

The original object, as I understand it, in the payment of commission by publishers was to remunerate the independent canvasser for obtaining business.

In an earlier part of this paper I made reference to this subject particularly, in regard to the expensive services which since that time have been added to the agency business.

When the agent received 25% for merely getting and sending in the business he probably made no fortune. At that time the volume of business would be very small and perhaps only a decent living would be earned by an agent.

As time went on it was found possible to use a portion of this commission in the development of new business. This development work results, of course, to the advantage of both agent and publisher.

It seems to me that when considering the payment of commission a publisher should have clearly in mind the purpose to which this commission is put by the agent. The first purpose should be the remuneration of the agent for the work which he does and the expense which he assumes to obtain the business. The second purpose should be the use of a certain portion of it for the creation and development of new business, and the third should cover losses which every agent must meet with.

No agent not equipped to perform these duties or who for any reason does not perform them, should not be granted recognition or paid commission.

I also think the publishers should make it their business to see that each agency to whom they extend recognition and to whom they pay commission uses all that commission for these purposes only.

No agency should be permitted to rebate part of his commission because doing so impairs his powers to render to his clients a success-making service which results in loss to both the publisher and himself.

A feature of agency work to which I have already slightly referred is the matter of checking insertions and accounting.

As previously stated most well equipped agencies aim to check each day's receipts of papers the same day in order to prevent repetition of mistakes.

In our own office we fyle in binders a carbon copy of the instructions sent to publishers and check from this copy to the paper. In this way our checkers have before them an exact copy of instructions sent to the publisher.

When I tell you that in one month recently our checking clerks handled over eleven thousand insertions you will get an idea of the care necessary in this work and the possibilities for mistakes.

We have surrounded this work with all the care possible in the form of double checking systems and careful clerks, and yet errors will creep in.

One source of annoyance in this department is in missing copies. It would be very strange if there would not be missing copies when an average of 300 or 400 papers are received daily by every agency. Some of these many copies are sure to go wrong. Your mailer may at times be a bit careless, mail clerks may make a mistake and agency clerks will also increase the chances, so you see a paper runs quite a gauntlet before finally reaching its waiting file.

Every paper with which we deal has what we call an arrival date. This date allows for delay in starting in the mails and in delivery to us. If the paper does not arrive on this date it is written for.

But this is one point in the system that seems difficult to have followed by clerks and requires constant watching. As most agency rules call for the checking of insertions before the space can be charged to a client or credited to a paper, you will see the necessity of all copies reaching them promptly.

REMITTANCES

Remittances to most weekly publishers are made quarterly. The system of remitting quarterly is based on good reasons.

Nearly as much time would be required in an accounting department to make up a monthly statement and remittance as is required to make up a quarterly statement. Fully half, or more, of the work in the accounting department of an agency is saved by remitting quarterly instead of monthly. Postage bills and express money order bills are also very greatly reduced.

While on the subject of checking and accounting something might be said in reference to the disallowance of insertions. I do not know of anything which is more liable to raise the ire of a publisher than to have an insertion disallowed and I do not know of anything which is more disagreeable to the agent than to have to disallow an insertion.

Doing so, means loss of remuneration for all the work which the agent has done from the time of obtaining an order for that insertion. Disallowing insertions often leads to disagreeable correspondence from the publisher.

There is one way to overcome this and that is for the publisher to use all the care possible to carry out instructions absolutely as given. When a disallowance is made it is a pretty safe bet that the agent is compelled to do so He has no more desire to lose his commission on that insertion than the publisher has to lose the space.

I understand that most agencies ask for make-up insertions whenever possible and this of course is the nicest way to adjust a mistake. But it is not always possible and in such cases both agent and publisher lose.

HOW OTHER PUBLISHERS GET BUSINESS

CIRCULATION CONTEST

The *Halifax Chronicle* has instituted a circulation campaign, the first prize being a $2,000 auto. Other prizes help to fill out a long list. The method employed is voting for some person nominated for the contest, and a bonus of 5,000 votes goes as a starter. The *Morning Chronicle*, *Daily Echo* and *Weekly Nova Scotian* are included in the contest.

In connection with the anniversary of the starting of the Kiwanis Club in Winnipeg, the *Free Press* has issued o special edition, carrying a large amount of good business. In fact it is a long time since so much specialized business has come to our notice. In fact there are 70 ads. in the first section carrying the emblem of the Kiwanis club with them. The names, addresses and business of the members of the Winnipeg club are given, and the reading matter is largely made up of special articles contributed by members and officers of the Kiwanis Club. The whole section is profusely illustrated, carrying about 160 photos of Winnipeg members. There has been a lot of hard work to secure the material and the advertising, but the results have well justified the effort.

The Fergus *News-Record* is having J. W. Bengough draw a number of cartoons of local men for reproduction in that paper. The Fergus paper says it has some two dozen citizens who are to be cartooned in this way.

The Winnipeg *Free Press* has been conducting an agitation regarding the price that the Western provinces shall pay for Alberta coal. It is now using a large amount of space urging people there to hustle their orders in for a winter supply. Some of the headings show the urgency of the case:

"Deacon says coal situation serious; demanding action."

"Will freeze stiff if coal is not put in, asserts W. D. Waugh."

"Buy now, or freeze, perhaps, is opinion of John Henderson."

"Get one-half supply and get it quickly, is Mankle's advice."

And in the midst of all this advising the *Free Press* has not overlooked the advertising feature. In the same issues that contain warnings to buy coal are large advertisements from firms having coal for sale, and from makers of and dealers in hot water and steam outfits, furnaces, special grates, etc. The paper carries a nice volume of business on the strength of the coal situation.

The *Perth Expositor* has just closed a circulation contest, using the voting method, a motor car being the first prize. The paper claims that the results secured were very satisfactory in every way.

The *Hamilton Herald* has a small ad. in its classified section for the disposal of old matrix paper. In answer to a query from PRINTER AND PUBLISHER about the matter, R. B. Harris, secretary-treasurer of the Herald Co., states: "We sell a large quantity of these sheets from time to time. They are suitable and used largely in the lining of chicken houses and outbuildings. We are able to dispose of most of our output. In fact, at seasons of the year we cannot supply the demand. We get from 50c to 60c per hundred (100) sheets, each sheet being the size of a page of our newspaper."

The *Halifax Chronicle* has a special page of business "Inviting Country Patronage." All the advertisers on the page deliver goods in the country by mail, express or freight. In explaining the drift of the page, the *Chronicle* says in part:

"In return we naturally should give back to the country some of our earnings to help boost home industry and encourage the merchants to branch out and increase business.

"As stated before, with the express and mails so uncertain, it is far safer to buy in Halifax, for any point on the railway line or mail line may be reached in a day, or two at the outside, when orders to cities far off will take days and perhaps weeks.

"All the local firms are quite willing to ship parcels of $5.00 value or more, free of charge to any part of Nova Scotia. The goods are now being purchased from the same centres, so will be the same as that bought in the larger cities."

The firms carrying space were those selling bicycles, wedding gifts, Summer toilet necessities, beds and bedding, boots, snoes, hammocks, etc.

The *Brantford Expositor* had two full pages of business from the development of a co-operative advertising scheme, under the self-explanatory heading "Wednesday Morning Half-Hour Sale." There are twenty-four advertising spaces on the two pages, and the space is largely taken up by advertisers who are generally in the columns of the *Expositor*. The morning was divided into half-hour periods, and the bargains were advertised for groups of three stores. Thus according to the schedule, the best values between 9 and 9.30 were offered at "Market Shoe Store," "Andrew McFarlane's," and at "W. L. Hughes." From 9.30 to 10 the buying was directed to three other stores, and so on until it concluded with the group that had it from 11.30 to 12. The *Expositor* develops a number of special pages and there is no reason why this idea could not be passed on and sold elsewhere. Dollar Day had its birth in the columns of the *Expositor* in Canada, and it has been used in practcially every place in the country, and with good results. In explaining the idea the *Expositor* in part says:

Commencing to-morrow the merchants start the regular Wednesday afternoon half-holiday, and so that shopping will be distributed evenly over the entire morning and that an ordinary day's buying may be crowded into the three hours between 9 o'clock and 12, the merchants have agreed to offer for just one half-hour three genuine bargains of a most sensational nature, and the very special prices which will prevail at each store during this short period of 30 minutes will not under any circumstances be extended. The various lines are well represented, and there will be three merchants having each of the six half-hours that there are between 9 o'clock and 12, making 18 merchants in all. There are no conditions whatever attached to this sale save the time, the merchants having agreed that the very unusual prices which they have marked on their three items will be withdrawn immediately their respective half-hours are up.

The *Edmonton Journal* has two pages of advertising from a source that is quite new, as far as we have observed. It runs under the heading "Edmonton's Service Flags." The explanation says: "A glance over the number who have enlisted from the following business houses and professions will give some idea of the handicap under which they are "carrying on." If service is not quite as prompt the reason is clear, and if as good, it shows how readily the business men of Edmonton are able to adapt themselves to altered conditions." Each page carried 39 of these little service flags, and in the centre is placed the name of the firm and the number of its employees who are on active service. A few of them run like this:

James Ramsey Limited	Goodyear Shoe Repair Co.
56	10

It is also worthy of note that one of the spaces is taken by the *Journal* with the number of 63 on active service, which is no small number to leave any one establishment. The pages brought in revenue, and were appreciated as well by those purchasing space in them.

Shape harmony results from the use of shapes having some common character in lines or areas.

THE EFFECT OF TYPOGRAPHY ON THE AD

Five Things to be Considered

BY H. A. NICHOLSON

DOES the typographical effect of an advertisement play an important part in its pulling power? It does indeed. This is a fact generally conceded by all users of advertising space. A prominent advertising man has aptly summed up the importance of the typographical effect in advertising in this wise: *"Good advertising is something more than mere typography, but good typography makes good advertising more effective."*

There is not a progressive newspaper publisher in Canada who will not agree with the foregoing statement. Yet the publishers who give this important factor due consideration and treatment can be numbered on the fingers of the hands.

More energy and effort could well be shown in this direction. But how? By an educational campaign among advertisers and greater care in the construction of advertisements in the composing room.

Since it is agreed that good typography helps the pulling power of any ad., only profit to the publisher can result from efforts in this direction—the advertiser is influenced by results to become a firmer believer in publicity; he is more easily "sold" and sold for bigger space; and further, a well set advertisement reflects credit to the merchant whose name appears therein, which is another tie that helps to bind, and make for more satisfactory business relationship between publisher and advertiser.

What is good typography? This is a subject in which too many men who market advertising are sadly deficient in knowledge.

Place a well set advertisement before the men who represent the dynamic force responsible for the sale of three-fourths of the advertising space sold for Canadian publications and they would not be able to explain by what rules of technique the advertisement was made attractive and pleasing to the eye. The principles of correct typographical display to them are a closed book.

But there are exceptions to the rule. Here and there you will find at the head of a publishing house a man who knows good typography and all the elements that go to produce it. In all probability this man has been a printer, a real printer, one who has toiled at the case. And invariably where you find such a man at the head of an establishment you will find typography at its best.

It does not necessarily follow that the head of a newspaper or other publishing house must have been a printer to achieve the best results in typographical art. It is possible to learn the technique of typography by close observation and study.

If the guiding minds of our publishing houses would give this important phase of their business more attention and equip themselves with a working knowledge of the fundamental principles of typography and display newspaper and journals and printed matter would succeed better in their purpose and the art of typography would get back to where it was in the days of the old masters; who set many admirable examples from which modern printers have woefully strayed through the stress and strain of modern commercialism.

Let us now consider some of the most important rules that tend to produce correct typographical display.

First, what is meant by display as it pertains to an advertisement? It means giving prominence to certain parts of the advertisement by the use of larger and, more often, heavier type than the text matter. This attracts attention and gives the reader a clue and some inducement to read the message intended to be conveyed. Authorities recognize the following elements as constituting display: *Text type, display, border, white space, and illustrations.* Five elements in all. Some advertisements, however, contain but three and four of these elements; these advertisements are those which have no border, or no illustration, or have omitted

W A MURRAY Established 1853
Murray-Kay, Limited
JOHN KAY Established 1848
MURRAY STORE: 17-31 King E.
KAY STORE: 36-38 King W.
Telephone Adelaide 5100
Stores Open 8.30 a.m. to 5.30 p.m. Except Saturday, when Closing Hour is 1 p.m.
Three of Them---Linen Room Bargains
And Each One is as Good as the Other Two
This trio of exceptionally good values will bring many eager buyers to our Linen Section Wednesday.
Cotton Pillow Cases, a small lot of 300 pairs, best quality cotton, size 45" x 38½", nicely hemstitched and well made. Pillow cases like these are worth to-day $1.75 a pair. On sale Wednesday at $1.35
Fine, All Pure Linen Huck Towels, extra good quality with hemstitched ends, good big sizes. These towels are worth to-day $1.25 and $1.75 each. Wednesday's prices will be ... 89c and $1.25
All Pure Linen Table Napkins, Size 22" x 22"—bear in mind the fact that linen napkins are fast disappearing from the market. This is a lot of 50 dozen. Wednesday, per dozen ... $7.00
A New Angle to Our Skirtmaking Sale
One can make the best of use of a separate skirt during every season of the year; perhaps more so in the summer than at any other time, for this is the time when the blouse and skirt costume is one's daily standby. Therefore, there is much importance attached to the fact that we have a number of Skirt Lengths of Fine Wool Fabrics that we're now offering to make up into made-to-measure skirts, both lengths and making being specially attractive in marking. The Skirt Lengths range in price from $5.00 to $12.00. The Cost of Making Skirts is specially placed at ... $2.50
Misses' Silk Middy Suits
$18.50 to $25.00 Models, at $12.50
The prettiest summer apparel Miss Sixteen-Year-Old could want, and Wednesday's prices make these Silk Middy Suits more attractive than ever.
Just one of a kind—one or two with skirts of striped silk, coats plain white with striped trimming, another of natural silk with stitching and piping in Paddy green, others with striped rajah skirt and middy in natural color, and one in white crepe silk that looks like khaki-kool, embroidered in gold. Included, too, are a few wash suits in cotton ratine, tan or natural. The regular prices are $18.50 to $25.00. On sale Wednesday at ... $12.50
Dainty Pink Lingerie
At $1.50 and $1.75
Pink Lingerie like this is much in demand just now—it has a dainty charm all its own.
Pink Mull Envelope Chemises, some of them finished with blue hemstitching, others with featherstitching in blue, still others with pink and blue ribbon shoulder straps. The price for each ... $1.50
Pink Mull Nightgowns, in slipover style, the tops finished with blue stitching, and with narrow lace insertion. Price ... $1.50
Pink Mull Nightgowns, some of them in sleeveless style, finished with hemstitching and featherstitching in blue. Price, $1.75
These Charming Foulard Silks
Regularly $3.50 a Yard, at $2.75
For the nice summer frock you naturally choose foulard, it's the smartest silk weave that's made, besides which it's serviceable and exceedingly pretty.
One special table in our Silk Section is used to display very desirable FOULARD SILKS at $2.75 a yard. There are navies, taupes, greens and black and white effects, the loveliest scroll and spot patterns, including the new "Batik" design, which shows irregular-shaped discs. These silks are 36" wide and are regularly $3.50 a yard. On sale Wednesday at ... $2.75
Here Are $6.50 to $10.00 Summer Shoes at $5.85 a Pair
Visitors in town who have heard of our famous Shoe Sales, and have longed to share in them, will have the chance of doing so Wednesday.
We've grouped a collection of broken lines, WOMEN'S FINE SUMMER PUMPS AND OXFORD TIES of patent leather, brown vici kid, battleship grey kid, tan Russia calf, gunmetal calf, champagne kid and white buck. All desirable makes, with a good range of sizes. Regularly $6.50 to $10.00 a pair. Wednesday. ... $5.85
(No phone or mail orders.)
$2.25 Toyo Panama Shapes, at $1.39
The girl who will soon be going for her holidays will enjoy the possession of one of these pretty Toyo Panama Shapes; the girl who plans to spend the summer in town will be equally pleased to own one of them.
As for trimming, it will be as easy as rolling off a log to twist a bit of ribbon about the crown of the shape you choose. There are large, medium and small sailors with pencil edge, mushrooms and roll side effects. All are snowy white shapes of pliable texture. Worth regularly $2.25. On sale To-day at ... $1.39
Concerning the Nicest Bathing Toggery
Bathing in July, surely! So don't put off buying the various things you'll want for your happy hours of splashing in the cool waters. The Knit Goods Section offers these suggestions:
ALL-WOOL JERSEY BATHING SUITS, in Copen., rose, black and canary, with Roman stripe trimming. Price, $9.50
"EMKAY" UNION BATHING SUITS, in various colors with striped trimming. Price ... $3.75
CHILDREN'S UNION JERSEY WEAVE BATHING SUITS, rose or Copen., sizes 5 to 12 years. Price ... $3.00
BATHING CAPS AND SUN HATS in colors, prices from ... 25c to $2.50
Emkay
MURRAY-KAY, LIMITED
Emkay

Here is an advertisement that represents four elements of display—body type, display type, border and white space. It is a pretty fair sample of average type-setting as seen in newspaper advertisements of to-day. An illustration would have made this ad much more attractive, but the ad-writer probably had reasons of his own which were sound and sufficient enough for not including an illustration. The best feature of this display is nicety of balance. Symmetrical display often looks stiff not so in this case. The size of this ad originally was 4 col. by 8½ inches deep.

both border and illustration. A complete treatment of advertising display would fill a book, or several of them, so we will devote the limited space at our disposal to that class of advertising which forms the mainstay of the newspaper—retail store advertising. Two retail store advertisements are herewith illustrated—though they are better known as department store ads., they are constructed on the same principle as nearly all retail store ads. which appear in the daily and weekly papers.

If we will bear in mind the five elements of display, and the fact that these elements should be so arranged to effect a balance that is pleasing to the eye, and as near to artistic taste as facility will admit, we will have our minds focused on the right idea of newspaper advertisement display.

In this class of advertisements there must be a contrast between the headlines and the body type. This is of course generally understood—but what is not understood as well as it might be is this: that the body type and display type must possess much of the same character in design to give an effect that instinctively appeals to the sense of harmony. There must be the right proportions of display lines and reading matter.

BE CAREFUL HERE

Too many display lines means "no display"—this is a well known axiom among printers, but it is an axiom too often forgotten or unheeded in setting retail store advertisements. If the display lines ap-

EATON'S DAILY STORE NEWS
The Store and Its Merchandise May Serve You Every Hour of the Day
Some of the Friday Bargains
More of the Friday Bargains
EARLY CLOSING
SATURDAY AT 1 P.M.
THE T. EATON Co. LIMITED

This advertisement occasioned a good deal of favorable comment. It represents five elements of display: illustrations, display type, body type, white space and border. The illustrations represent an original idea, and it's original ideas in advertisements that attract attention. This is the higher class of advertising usually run by the T. Eaton Company in the Toronto morning papers. The display type in this ad has been subdued to allow the dainty and attractive pictures full sway. The body type occupying the centre of the ad formed by the dial appears entirely without display lines for the same reason.

It is becoming a common practice for large stores in bigger cities to devote a considerable portion of their advertising appropriation to ads of this nature in certain newspapers.

pear out of all proportion to the reading matter there is no contrast and the advertisement often fails in its intended message. However, there is sometimes occasion to produce a poster-like effect (nearly or all display lines) in a newspaper advertisement. Theatre advertising very often is seen in all display lines; and as a rule does not add to the artistic appearance of the pages upon which it appears.

Generally speaking the purpose of display lines is to produce a commanding and forceful advertisement and to act as guide posts to the message contained in the text matter.

Simplicity is the keynote to good advertisement display. The various parts of an advertisement should be arranged so as not to prove dazzling or jumpy to the eye of the reader. A variety of type faces is inimical to simplicity and the fewest styles possible should be used.

The best appearing advertisements are those with display lines all of one family of type, or types all closely related to each other, combined with agreeable type for the text.

The majority of display lines in advertisements of to-day appear in capitals and lower-case. Advertising men are generally agreed that lines of all capital letters are harder to read. Caps and lower-case lines are more legible, and less harsh in their appearance.

SELECTING THE TYPE

Often, however, where just one or two short words are used in a headline, capitals could be used to best advantage, type of Gothic simplicity being preferable. Firm names appear in all capitals with great frequency. Some newspaper offices where great care is taken with the typographical appearance of the paper insist upon having the headlines of their advertisements appear in the same style as the firm name at the bottom; if the headline is set in caps and lower case the footline must also appear in caps and lower-case; and the same principle is made to apply in the case of all capitals. The value of this method is found in the harmonious appearance given to the advertisement as a whole.

Display lines should give the top part of an advertisement a slight advantage in weight—that is, larger type should be used at the top than at the bottom—for it is at the top where the attention of the reader should naturally be attracted at the outset.

What number of words in a display line prove most easily read? is a question often asked. The average memory retains up to six words without great effort, so this or a lesser number should be striven for if the best results are desired.

THE BODY TYPE USED

Body matter or text of an advertisement is an element of display which should be given more care than it is getting today in the average newspaper advertisement. Too much setting is being done on machines in hit-and-miss fashion. It is not necessary. Type setting machines have been improved to such an extent as to permit of composition equal to that of the most skilful hand-setting, and there is no excuse for uneven spacing and bad turnovers.

Modern and old-style Roman are the popular type faces in use for text matter. They allow strong contrasts in display. Heavier types may sometimes be used to better advantage, however, where there is but a small amount of reading matter, or where no headlines are being used. Where heavy type is used in conjunction with display lines the headlines should be of type of the same characteristics but heavier in weight.

A very important factor concerning text matter is the length of lines. Long lines are hard to read. They are not so apt to be read as short lines. However, the size of type has much to do with this element of display. It is often better to set the text in two columns than to have the lines read right across the whole space occupied. One authority states that the closer the text lines comform to the popular newspaper and magazine measures the better. This advice is very logical.

THE BORDER

The border is another very important part of an advertisement. This element of display often makes or mars an otherwise good piece of typography. The border should never be the feature of display. It should be made to harmonize in weight and character with that which it surrounds. Plain rule is the most popular of borders used for newspaper advertising. It can be used fairly harmoniously with practically all type faces if judgment is exercised in the matter of comparative weight.

"White space" is a term that has come into wide use in modern advertistng parlance. This element of display represents the most artistic possibilities in the art of typography. The cardinal principle of white space display is uniformity of balance.

Care must be taken to provide against the intrusion of white space in parts of the advertisement where it is not intended and serves no useful purpose.

The illustration has become one of the most powerful factors in advertising. This element of display needs careful treatment. To make a cut appear to good advantage type and border should be studied to ensure a close harmony between all these elements. Many fine illustrations have a good deal of their effectiveness destroyed by an ill-chosen border and ill-chosen type. A fancy border especially will detract from the appearance of an illustration if it is not in strict harmony. Plain rule border is the safest border to use.

The type selected for an advertisement should harmonize with the articles to be sold. This is a point worthy of the utmost consideration. For instance an advertisement for a machine shop or blacksmith shop would suggest the use of rather plain, bold face type; whereas an advertisement for a jewelry store or stationery store would suggest the use of something daintier and more artistic. Tests have proven that harmony of display and subject produce better results.

The International Typographical Union Commission style of composition is being extensively adopted in the printing and publishing houses of Canada and United States. It stands for the best in typographical display, and the outstanding principle of their style is this: *that the most effective advertisements are those which are simple, uniform and easy to read.* Let us firmly establish this in our minds as the fundamental principles of good advertisement display.

New President C.M.A.

The new president of the Canadian Manufacturers' Association, Mr. W. J. Bulman, is one of the best known printers and lithographers in Western Canada, being president of Bulman Bros., Ltd., Winnipeg. His elevation to that important position brings East and West closer together. It heralds the coming of Western Canada as a manufacturing country, and in a way is a nice compliment to this important branch of trade.

Mr. Bulman secured his early experience with Alexander Cable Co., Toronto, Mr. Cable being his uncle. Thus he secured a practical knowledge of all branches of the business. A quarter of a century ago the young man started for the West in quest of fortune. Arriving at Winnipeg in company with his brother, they started in business as photo engravers, eventually buying out an old stone press which was being used by the *Manitoba Free Press* for making maps, etc.

Thus was started the largest lithographing business in Western Canada. Their growth was gradual. In the early days they were located in an old frame building, later moving to a two-storey structure at the corner of Albert street and Bannatyne Avenue. This they increased to nine storeys, but in 1904 this building was destroyed by fire.

Their business had grown to such an extent, it was necessary for them to erect temporary quarters quickly, which they did at the corner of McDermot and Francis streets. Their workmen were armed with hammers and nails, and in a month the machinery was running again. What was intended for a temporary home became a permanent one — a large one-storey structure, which has been continually added to as the business increased.

W. J. Bulman in recent years has taken much interest in public affairs. He originated the Imperial Home Re-Union Association, the object of which was to provide funds for worthy emigrants who wished to bring out their families. The money was guaranteed by Winnipeg business men. The association grew, and became Dominion-wide in scope.

He is also interested in education and in recent years has started a movement, which promises to become a big one, for providing moral as well as secular instruction in our schools, his opinion being that the two should go hand in hand. His object is to achieve an even finer type of Canadian manhood.

Mr Bulman has been active in politics. When the reorganization of the Conser-

NEWS ITEMS---MAINLY PERSONAL

British Columbia

A recent issue of the B.C. *Federationalist* contains the announcement that Mr. R. P. Pettipiece, who for the past eight years has been manager of that weekly, has retired from the paper and is being succeeded by Mr. A. S. Wells, of Victoria. No reason for the change of editors is given in the announcement appearing in the *Federationalist*. Mr. Wells, the new editor, is secretary-treasurer of the B. C. Federation of Labor and is well known throughout the province in connection with his activities in the ranks of organized labor.

Alberta

The Victoria *Times* and *Colonist* have increased the subscription price for papers delivered by carrier in the city and suburbs to 60c per month.

The Elnora *Advance* is the name of a bright little weekly paper published at Elnora, south of Pine Lake, Alberta. Frank Peters is manager of the publication.

The subscription price of the three Calgary dailies has been increased to 15c per week, or $7.50 per year for papers delivered by carrier to subscribers in the city and suburbs. An increase in the mail subscription rates will follow.

Saskatchewan

John Bailey, who has been editor of the Yellow Grass, Sask., *Herald* for some time, has purchased the plant from J. H. Purnell, who has been called to the colors.

The editor of the Biggar *Independent* has gone out to farm and the paper is now being edited by Mrs. Skinner. The "man-power," according to reports, went away on a tractor plow.

Oxbow *Herald*—John H. Noble, the editor of this paper, left on Friday morning last for Toronto, where he will attend a meeting of the Canadian Press Association held this week.

Wapella *Post*—Mr. and Mrs. E. S. Zingg left on Tuesday for Toronto and other Eastern points. They expect to return to Wapella about the 22nd of June. While in Toronto Mr. Zingg will represent the Wapella *Post* at the Canadian Associated Press Annual Conference.

Estevan *Progress*—"Mr. E. A. Bailey, who started the first newspaper in Estevan, died last week at the home of his son Charles at Tribune. With his sons John and Charles they established several newspapers in the West, and after selling out the *Mercury* here John subsequently went to Yellow Grass and Charles to Tribune, at which place their father lived till his death last week. He was 83 years of age."

The *Daily Star* of Saskatoon has been remodelling its building the past month or two and the finishing touches are now being made which when completed will give this newspaper one of the finest and most up-to-date offices in the West. The front of the building is done in stone and brick giving it a most beautiful appearance while the main offices are laid out in convenient form and are large and well lighted as well as the mechanical and editorial rooms upstairs.

When her clothes were caught in a revolving shaft at the Saskatoon Job Printing Co.'s plant, Saskatoon, Iris Jones, age 4, daughter of A. M. Jones, proprietor of the shop, was instantly killed. The child toddled close to the machinery and was caught before she could be saved by her mother, who was a witness to the gruesome death. The shaft protruded through a casing level with the floor and was unprotected. Printers say the baby was warned not to go near the shaft but there was a fascination in the moving wheels, a fascination that had a terrible termination. The little one's dress became wound around the end of the shaft and she was thrown with great violence against the sharp edge of a punching machine standing near, her brains being dashed over the floor and walls.

The Late Herbert Bland.

Brief reference was made in the last issue of PRINTER AND PUBLISHER to the death of Herbert Bland, of the Canadian Linotype Co. He was born in London, Ont., where he attended public schools and collegiate, also attending business college there. With his family he moved to Toronto about 15 years ago, and almost ever since has been associated with his father in the Canadian Linotype business in this city.

Two years ago Herbert Bland conceived the idea of running a school where returned soldiers, who had been printers, could learn to operate the linotype, and a number of men have gone out from this institution and are making a good living despite physical disabilities.

Relatives here have received letters from coast to coast from publishers who had come into personal contact with deceased through many years of business relationship. Besides his father, two brothers and one sister survive; they are John, of Seattle, Staff-Sergt. Cyril, now in England, and Mrs. Thomas P. McCormick, of London.

Manitoba

A report has been presented by the fire commissioners on the blaze that wrecked the Winnipeg *Telegram*. The fire department is not blamed, the report having been spread that because of the attitude of the *Telegram* toward the firemen's strike the department's efforts were not of the best. A dropped match in the upstairs part is the theory now advanced and accepted.

The dispute between the Winnipeg job printers and their respective employers was amicably settled on July 4. The men declared a strike, their demand for a straight $5 per week increase having been turned down. The terms of settlement give the men $29 per week. The pay for night men, which hitherto had been $27 per week, will, under the new agreement, be $32 per week of 44 hours. The men returned to work on July 5.

Ontario

The weekly *Press* of Sarnia has gone out of business.

P. D. Ross, of the Ottawa *Journal*, is holidaying at St. Andrews, N.B.

Arnott Laing has joined the night local staff in the London *Free Press* editorial rooms.

W. Scurr, of the *Herald-Record* staff, Wallaceburg, is now on the staff of the Chatham *Daily News*.

The Ottawa *Citizen* business office has been so thoroughly cleaned out by enlistments that a clerk in male attire is a novelty.

James F. Young, of the St. Thomas *Times* reporting staff, has been appointed to represent the London *Advertiser* in St. Thomas.

John Munro, foreman of the Government printing bureau press room, is regaining his health at his summer home up the Gatineau.

Fred Cook, J. Dixon, J. B. Spencer and J. Lawler, of the Government service, were in Toronto at the time of the Press Association meeting.

Fred Jamieson, a former linotype operator of the Woodstock *Sentinel-Review*, has been killed in action. He leaves his wife and two children.

R. B. Faith, editor of the Ottawa Valley *Journal*, is industriously pushing the work of the Ontario Resources Commission in the Ottawa district.

Mr. Verne DeWitt Rowell, late of the Windsor *Record* and the Detroit *Free Press*, has rejoined the editorial staff of the London *Free Press*.

P. Geo. Pearce, the new chairman of the weekly section of the C.P.A., has opened a garage in Waterford and has an expert mechanic in charge.

W. J. Kilpatrick, of the Ottawa Printing Co., is now driving his own seven-passenger Chalmers. Very few of the Ottawa printers but now own their own cars.

Tom Kay, business manager of the Medicine Hat *News*, was a visitor in London newspaper offices recently. Tom came east to attend the press convention in Toronto.

The Thamesville *Herald* has installed a Model L Linotype and a new 13 x 19 job press this month. A new motor is being added to supply the power from the Hydro system.

With last week's issue of the Grand Valley *Star & Vidette*, editor W. Logan Craig commenced the 22nd year of his newspaper experience in Grand Valley, Ontario.

Pte. Samuel Winkler, a Preston, Ont., printer, who had difficulty in getting into the army because of his diminutiveness, has been awarded the Military Medal for bravery.

Dadson-Merrill Press, Ottawa, has removed to new premises on Sparks Street, where with more floor space and increased equipment they will be in a better condition to handle their growing trade.

E. J. Stein, of the composing room staff of the London *Free Press*, will attend the International Typographical Union conven-

vative party became necessary in Manitoba three years ago, it was he who headed the new Conservative Association, a position he held until a few months ago. He was also a member of the Winnipeg School Board, and a promoter of the Manitoba Patriotic Fund.

Current Paper Prices

The paper trade reports business brisk, with prices uncertain. It is stated that an increase of ten per cent. in a good many lines of flat papers was expected within a few days, but it is not mentioned as to what lines will be hit and missed.

The following prices are quoted on standard lines, but dealers will not say how long they will last. One firm in Toronto was tendering on a large order this week, and the price mentioned was simply a blank, to be filled in with the figures prevailing at the date of delivery.

Round Corner Cards

No. 88	$1.00
No. 70	1.15
No. 63	1.20
No. 55	1.40
No. 48	1.55
No. 36	1.95

Square Corner

No. 84	$1.15
No. 63	1.45
No. 55	1.60
No. 48	1.75
No. 36	2.25

Visiting Cards

Gents' Size	$2.00
Ladies' Size	2.75

	Reams	Ton Lots
Ontario S.C. Book	.10	.9½
National M.F. Book	.09½	.9
White News	.05	..
Colored Poster	.10	..

	Reams	Cases
Consumers' Bond, White	.15	.14
Tints	.16	.15
G. Rod	.17	.16
W'te L.F.	.18	.17
Empire Linen Bond, White	.26	.25
Tints	.23½	.22½
G. Rod	.28½	.27½

Bristol Boards

	Per 100 sheets
Tiger Bristol, 100 lb. 22½x28½	
White	$1.85
Light Blue, Lilac, Fawn, Salmon, Canary	2.00
Green, Cherry, Red, Dark Blue	2.25
Concert Ticket Bristol—120 lb. 22½x28½	
Primrose, Canary, Buff, Fawn, Blue, Salmon, Green	4.20
Pink, Cherry	4.50
Diamond Bristol—White 22½x28½	
100 lb.	3.10
120 lb.	3.75
140 lb.	4.35
160 lb.	5.00
Coated Blanks—22x28 (one side)	
3-ply	5.10
4-ply	5.55
5-ply	6.35
6-ply	6.70
8-ply	8.20
10-ply	11.90

Envelopes

	Price per 1000
Consumers' Bond XX White—No. 7	$1.85
White—No. 8	1.95
Standard XX White—No. 7	1.75
White No. 8	1.85

White Wove	Per 1000
⅛ Post Statements	$ .95
⅛ Post Billheads	.95
¼ Cap Billheads	1.30
¼ Post Billheads	1.90
½ Cap Billheads	2.60
⅛ Post Noteheads	.90
¼ Post Letterheads	1.80

J. F. MacKay Resigns

J. F. MacKay, business manager and treasurer of The *Globe* for the past 15 years, has resigned and will shortly assume the position of treasurer of the Russell Car Company. Mr. MacKay, in his new sphere of activity, will not only take a part in the direction of the important work of making war munitions, the Russell company employing 3,000 people, but will be connected intimately with its regular business by becoming a member of the board of directors of the Canada Cycle and Motor Company, Limited, and also a member of the board of the Machine and Stamping Company, another subsidiary concern. Mr. MacKay, who is a son of the late Rev. W. A. MacKay of Woodstock, has been prominently connected with the publishing business of the Dominion since early manhood. He was born in Toronto and educated at Woodstock Public School and the McMaster College in that city. In 1897 Mr. MacKay went to Montreal as secretary-treasurer of The Montreal *Herald*. Going in 1900 to Woodstock, Mr. MacKay became joint owner with Andrew Pattullo of The *Sentinel-Review*. In 1903 he was invited to The *Globe* to become its business manager and treasurer, and accepted the position. He was president of the Canadian Press Association in 1911, when it was reorganized into a Dominion-wide organization. He was president of the Canadian Press, Limited, from 1912 to 1916. For a number of years he has been a director of the American Newspaper Publishers' Association.

When a plain initial is to be used, a large size of the type face used in the text is always productive of harmonious results.

Current News in Photograph

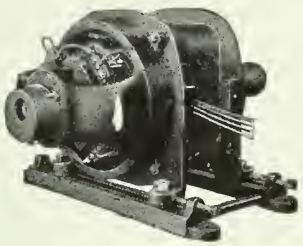
AIR PILLS FOR THE KAISER

IN the French aero camps on the west front to-day the scene shown in the picture is a common sight. French soldiers are handling and preparing huge aerial torpedoes that are sent up with the fliers to be dropped on the German bases that were constructed along the new German front.

KIMBLE MOTORS

If you are lucky enough to be on an *alternating current* electric circuit, you can enjoy the advantage of the remarkable flexibility of speed control that is the unique and distinctive characteristic of

KIMBLE PRINTING PRESS MOTORS



This applies both to job press and cylinder press motors; as well as to other power-driven equipment of print shops. Our catalog and other literature is very much worth a careful study.

KIMBLE ELECTRIC COMPANY

Great West Electric Co., Limited
57 Albert Street, Winnipeg, Manitoba, for all points west of Port Arthur and Fort William.

Masco Company, Limited
87 Queen Street East, Toronto, Canada, for all points east of Port Arthur and Fort William.

Samuel Jones & Co.

PATENT NON-CURLING GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables: Noncurling — LONDON, ENG. — Code: A.B.C. 5th

Lead Mould Nickeltypes

—The new system of reproducing half-tones 100% perfect.

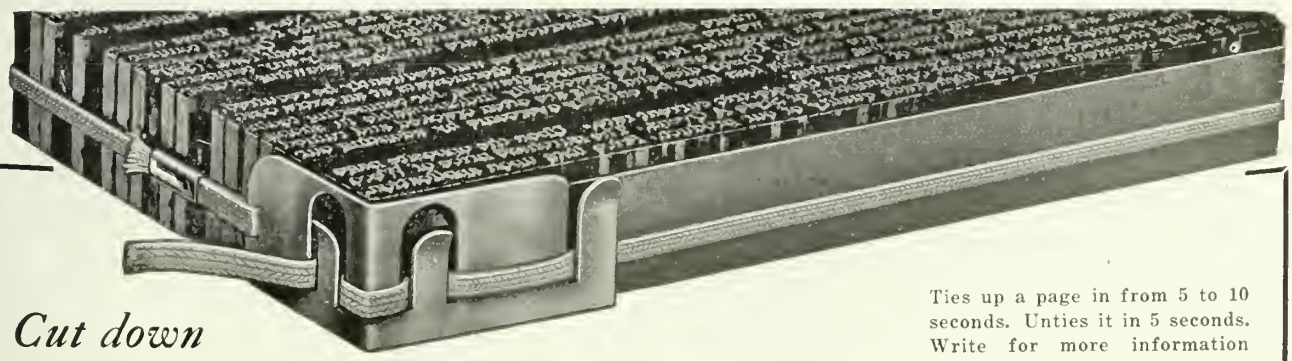
Every printer should investigate this.

Lead Mould Nickeltypes give a maximum wear and a minimum make-ready.

Prompt service.

The only Lead Mould Plant in the Dominion.

ELECTROTYPERS LIMITED
331 ADELAIDE STREET WEST - TORONTO



Cut down your Composing Room Costs with

THE HANCOCK TYPE TIE-UP

Ties up a page in from 5 to 10 seconds. Unties it in 5 seconds. Write for more information about it to

H. H. HANCOCK
LYNN, MASS., U.S.A.

tion at Scranton during August as a representative of the London local Union, No. 133.

Women are invading the newspaper field in earnest since the M.S.A. draft began to work. The London *Free Press* now has three young women on its reporting staff, Misses Margaret Burns, Alberta Hanna, and Helen Hamilton.

Alf. E. Miller, managing editor of the London *Free Press*, has left for a trip to Great Britain and the battle fields of Flanders and France, in company with other leading Canadian editors, as guests of the British government.

A block of 10,000 shares of the capital stock of the Superior Printing Co., publishers of the Fort William *Times-Journal*, was offered for sale by tender recently. The capital is $40,000, divided into 40,000 shares of the par value of $1 each.

The Windsor *Record* is to have a rival in the near future. Report has it that W. F. Herman, owner of the Saskatoon *Star*, is about to enter the Windsor field with a new daily. Ample support for it should be found in the fast-growing border cities.

The wedding of Capt. Wm. Wallace, M.C., and Miss Lillian Devaney took place recently in Toronto. Capt. Wallace, who was formerly on the reportorial staff of the Toronto *Daily Star*, is now the editor of Canadian War Records, at Ottawa.

Major R. F. Parkinson, business manager of the Ottawa *Journal-Press*, and formerly of the Woodstock *Sentinel-Review*, who has had a distinguished career in France, has returned to England to accept an important office in the Canadian overseas administration.

Lieut.-Col. F. F. Clarke, son of W. H Clarke, King's printer's department, parliament buildings, has been awarded the bar to the Distinguished Service Order, according to word received yesterday. A brother, Lieut. T. W. Clarke, home on leave, is the possessor of the Military Cross.

The Waterford *Star* is conducting an information bureau. An announcement of this in the *Star* reads: "The *Star* will inaugurate an employment bureau in a small way. Persons wanting help of any kind may register their requirements with us and this information will be passed on to any person wishing work."

Sergt. James M. Cowan, former city editor of the *Evening Review*, Niagara Falls, has recently joined the Royal Air Forces in England. Two years ago he joined the 98th Battalion as a private, and won promotion with a machine gun company. About a year ago he won the Military Medal for signal service on the field.

William L. Valiquette, general manager of the Seybold Machine Co., Dayton, Ohio, has been visiting for a few days in Toronto, spending some time with the J. L. Morrison Co. here. This is the first visit of any extent which Mr. Valiquette has paid to this section of the country, and he was much pleased with all that he saw while here.

John A Macdonald, of the news department of the *Journal*, St. Thomas, formerly of the *Times*, has left for Sarnia, where he has accepted the position of foreman of the newsroom of the Sarnia *Canadian-Observer*, of which Andrew D. McKenzie is managing director. Mr. Macdonald's former home was in Ottawa, where he learned the printing trade.

Among the newspapermen who came to London to cover the sessions of the Presbyterian General Assembly early in June were: J. Lewis Milligan, the *Globe*, Toronto; C. D. Creighton, Canadian Press; P. M. MacDonald, editor of the *Presbyterian* and *Westminster*, Toronto; and Rev. J. A. MacGlashan, the *Presbyterian Witness*, Halifax, N.S.

The Huntsville *Forester* says— Mr. A. D. Wright, who has edited the Gravenhurst *Banner* for the past four years, has sold the paper. Mr. Wright took charge of the *Banner* when the current of its life blood flowed very sluggishly. He has greatly improved the standing of the paper itself and has made many important improvements to the plant.

Fire in Brantford did more than $5,000 damage when the printing plant of John Ryan, Water Street, was destroyed, and the stock of the Brantford Stationers was scorched. The fire was discovered in a number of cases filled with goods ready for shipment, and threatened several stores on Colborne Street before it was finally controlled. The origin is unknown.

Pte. R. N. Davis, formerly of the St. Thomas Times, writing to a member of the Times staff, says he is now with a machine gun company at Seaford, Sussex, England, and being about through training, expects soon to be transferred to the draft company, which means an early trip to France. He finds work in the machine gun section more interesting than in the infantry.

T. H. Yull, of the Federal Advertising Service, and secretary of the London Ad Club, will represent his club at the San Francisco convention of the Associated Ad Clubs of the World on July 7 to 11. Other members of the London club to attend the convention will be D. McEachern, of the Huron and Erie Mortgage Corporation, C. L. Gray, of Mason & Risch, and Leber H. Jones, of H. J. Jones, Sons, Ltd.

Justice William E. Perdue, who is the new Manitoba Court of Appeal Chief Justice, was born near Campbell's Cross, Peel County, in 1850. He graduated from Toronto University as honors man in classics in 1873, and was principal of Brampton High School for a year or two. For some years he was legal editor and reporter for the Toronto *Globe*. He was called to the Ontario bar in 1879, and for some time practised in Toronto.

The Wallaceburg *Herald-Record* has been purchased from Rev. Earl Waghorne by Colwell Bros., proprietors of the Wallaceburg *News*. For the present one paper will be issued on Wednesday and the other on Friday. Rev. Mr. Waghorne is now pastor of the Presbyterian Church at Bothwell. W. Scurr, who has been managing the *Record* for more than a year, has joined the staff of the Chatham *Daily News*.

Hamilton *Times*—The troubles of editor Livingston of the Grimsby Independent were multiplied this morning by the issuance of two writs by four Chinese, who claim $5,000 on each writ as a compensation for alleged slanderous statements made in the *Independent* concerning their undesirability as citizens in that community. C. W. Bell is acting for the celestials. The plaintiffs in the case are Chin K. George, Lum Jang, Jordan Chem and Charles Sing, all restaurant proprietors.

Second Lieut. William Hunter, Jun., a former employee of the London *Advertiser*, is in No. 5 British Red Cross Hospital at Wimereux, France, suffering from severe gunshot wounds in the thigh. "Billy" Hunter is the son of William Hunter, foreman of the Advertiser Job Printing Company. He had been in France less than two months at the time he was wounded, having gone there on April 17. Second Lieut. Ivan Hunter, his younger brother, also a former *Advertiser* man, is now with the R.A.F. in France.

The lithographing firm of Lawson & Jones, of London, has purchased the Thomas Bros.' factory at St. Thomas, which has been used as a barracks for the soldiers, and will equip it for a branch plant. About 100 hands, it is stated, will be employed. A fixed assessment for a stipulated time was asked, and it will be granted. The firm has agreed to allow a part of the buildings to be used for a munitions plant The plant will be started as soon as quarters can be found for the soldiers.

Missing since October 8, 1916, and officially listed nearly a year ago as killed in action, word was received that Pte. Gordon B. Kipp is a prisoner of war in Germany. Pte. Kipp went overseas with the 95th Battalion from Toronto, was in the first draft sent to France from that regiment. Three weeks after crossing he was in the Regina trench battle. There he disappeared. Pte. Kipp is a former employee of the Havelock *Standard* office, going there from his home town, Woodstock.

After three years in German prison camps, John Hogan, whose home is at 26 Brookmount Road, Toronto, is now in Holland, according to information just received by his relatives here. He was formerly a reporter for the Toronto *News* and went overseas with the 3rd Battalion. He was among those captured at St. Julien. His brother, Lieut. George C. Hogan, is with the Royal Air Force, and a letter recently received intimated that he was shortly leaving for Italy. They are nephews of John L. Scholes of the Athlete Hotel.

The public spirit of the Ottawa *Citizen* has been an outstanding feature of that paper for many years. This has been emphasized in the many campaigns which have been before the public recently, when its columns have been thrown open to the larger interests of the country. Not only through their paper have the Messrs. Southam shown their interest, but the spacious grounds of Mr. Wilson Southam, at Lindenhelm, Rockcliffe, have been the scene of many garden parties and other outdoor affairs on behalf of war time objects.

H. J. Pettypiece, ex-M.P.P., editor of the Forest *Free Press*, declares he has been refused permission to speak at or attend the annual picnic of the Forest branch of the United Farmers' Association. Mr. Pettypiece, a Liberal, came out for Union Government, during the last Dominion election campaign, and has supported the military service act and its recent amendment cancelling exemptions to farmers. Because of this attitude, it is said, he has been refused permission to address the farmers' gathering and state his convictions.

The Chatham *Planet* is installing a Model C Split Magazine Intertype; and a curious incident in connection therewith is the *Planet* was the first Canadian newspaper to instal a Rogers typesetting machine. It also had the first Thorn typesetting machine, the first Intertype typesetting machines, and this will be the first model C split magazine machine in Canada. It was in operation on Tuesday, July 2nd, for the first time, and this will be the fifth Intertype in this office. We understand the London *Free Press* is to have one in course of erection within a few days.

After some months had elapsed during which no word was received from him a cable from Jack Bell to his wife in London set at rest the anxiety of his friends, who had begun to fear for his safety. The cable was sent from Bagdad, and stated that Jack was well. Mr. Bell was at one time city editor of the London *Advertiser*, and is well known in newspaper circles in On-

REDUCE YOUR COSTS

by buying S. & B. TYPE. The continued rise in the cost of materials has caused prices on all commodities to move up to a considerable degree, so that it is imperative that the article bought is of the best quality to give the purchaser the best service.

This means it is in *your* best interests to purchase TYPE that will give you service and last a long time. S. & B. TYPE will wear longer than other type, thus making it more profitable and reducing the cost of production. You will save money in buying our type—money saved is money made.

All the latest faces to choose from. Our type is deep cut and will not fill up. It gives a clean, clear, solid impression and stands out more distinctly than other type.

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60 Front Street West
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Reliable

Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

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Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

tario and Western Canada. He is now a staff-sergeant in the mechanical transport, Imperial Service, and until the cable was received was last heard from in Mesopotamia some months ago.

From the Fort Francis *Times*—War-time economy has forced the publishers of the *Times* to reduce the size of the paper temporarily. Town after town has stopped publication or reduced the paper to half the former size. We have held on, at a weekly loss, hoping that the merchants and others would see the necessity of fully supporting by advertising in the local paper. But they have not, and we regretfully, in view of the abnormal price of paper, etc., reduce the size of the *Times* until conditions become more normal. Meanwhile, we crave your interest and support.

Mt. Forest *Confederate*—The editor was in Orillia on Saturday attending the funeral of his brother-in-law, the late John C. Rose. Deceased had been in indifferent health for the past few years, but had been feeling better just before suffering a severe stroke. The late Mr. Rose was clerk of the Township of Orillia for over twenty years. He was a genial man, well-read, a Presbyterian, and a strong Liberal. He leaves a widow, a son and daughter at home, and a son who is telegraph editor of the Winnipeg *Tribune*. His youngest son who had been a bank clerk, enlisted and died in France, to the great grief of his parents.

The annual convention of the Poster Advertising Association of the Dominion was held in Chatham, with about seventy-five representatives from all parts of Canada in attendance. The delegates went on the steamer "Ossifrage" for a trip on Lake St. Clair. E. A. Gould, of Brantford, was re-elected president. The other officers are: Vice-president, H. H. Donly, of Simcoe; W. W. Scane, Chatham, secretary; H. A. Williams, Montreal; E. L. Ruddy, Toronto; J. W. Thomas, Montreal; F. A. Hodson, Collingwood; T. Manly, Sarnia, and T. Walker, Winnipeg, were elected to the executive of the organization.

So large has the business of the lithographing firm of Lawson & Jones, Limited, of London, become, that it has found it necessary to open a new branch plant in St. Thomas. It is expected that the firm will employ about 200 persons during the first year of its operation there. The premises known as the Thomas Brothers factory have been secured, and work is being started at once to get it into shape. A fixed assessment for a fixed time was asked, and this will be granted by the city, it is understood. The building has been occupied by a company of the 1st Depot Battalion, W. O. Regiment, but as they have now gone under canvas at London, the factory is available. The machinery is now being installed, and the new plant will be ready, it is expected, about the end of July.

A marriage recently celebrated in England was the culmination of an interesting, as well as literary, romance which began in Western Canada several years ago, when Miss Beatrice Sifton Nasmyth, formerly of Stratford and niece of Mr. C. A. Nasmyth, was on the editorial staff of the Vancouver *Province*, and Captain Mackenzie Furniss of the Argyll and Sutherland Highlanders, son of Harry Furniss, the famous cartoonist, of Hastings, England, was seeing the Canadian West. In 1915, Miss Nasmyth went to England, taking a secretarial position in the office of the Alberta agent-general in London, John A. Read. Recently Captain Furniss was in London on leave; and a marriage, hurriedly arranged, under the usual war-like pressure for time, took place in that historic old church in Trafalgar Square, St. Martin's-in-the-Fields, that really hasn't been "in the fields" for a century or so, and now is in the very heart and centre of London.

At the eighth annual meeting of the Toronto Advertising Club at the King Edward Hotel, a program of activity for the ensuing year was promulgated, and the following officers elected: Honorary-president, Messrs. R. F. Fitzpatrick, president of Fitzpatrick and O'Connell; president, S. B. Trainer, secretary-treasurer of Canadian Milk Products, Ltd.; vice-president and chairman finance committee, Horace Hunter, vice-president of MacLean Publishing Company; chairman of education committee, F. E. Robson, secretary-treasurer of Loblaw Stores, Ltd.; chairman entertainment committee, K. Zimmerman, sales manager, Southam Press, Ltd.; chairman of house committee, W. Whalen, secretary-treasurer of Ont. May Oatway Co., Ltd.; chairman of membership committee, C. A. Matson, Canadian manager of Koko Kolo Co., Ltd.; chairman of publicity committee, Chas. M. Pritzker, sales department of Brigden's, Ltd.; chairman of speakers' committee, Ernest Dickinson, Toronto manager of Canadian Street Car Advertising Co., Ltd.; secretary-treasurer, Adam F. Smith, manager of R. C. Smith & Son, Ltd.

Quebec

Honorable Frank Carrel, proprietor of the Quebec *Telegraph*, presided at the gathering of motor representatives in Montreal recently, to form a Quebec Motor League.

The proprietor of the Quebec *Telegraph* has left for overseas, where, during his visit in England and France, he will visit the leading hospitals and munitions works and witness the greatest efforts on the part of the Allies to win the war.

Maritime Provinces

P. D. MacNeil of the Sydney *Post* was in Halifax last week attending a meeting of the Press Association.

J. Murray Lawson, of the Yarmouth *Herald*, was in Halifax this week attending a meeting of the Masonic Grand Lodge.

J. C Jones, president of the Printers' Supplies, has been elected Grand Secretary of the Grand Lodge of the Province of Nova Scotia.

A. C. Hewitt, who has been visiting the Maritime Provinces, reports conditions good and is very much impressed with the beauties of the Maritime Provinces.

Cecil Havill, secretary of the Printers' Supplies, was married on the 12th of June and is visiting Toronto and Upper Canada on his honeymoon.

While the printing trade is not overworked as it was in the early part of the year, still there is plenty of work for everybody, owing to the shortage of labor.

George Davidson, of A. & W. MacKinlay, manufacturing printers and stationers, has taken three months' leave of absence. Mr. Davidson has been with the firm for thirty-five years.

Ernest Goss, for several years a member of the writing staff of the St. John *Globe*, who recently joined the staff of the Imperial Munitions Board, was married recently to Miss Vera, daughter of the late Hon. Robert Maxwell of St. John.

George W. Harris, who has been in the employ of Messrs. T. C. Allen & Co., Halifax, for the past eighteen or twenty years, has severed his connection with that firm and accepted a position as foreman with the Richmond Paper Co.

William White, a native of St. John, N.B., who learned his trade with the one-time famous establishment of Henry Chubb & Company, died recently in Fall River, Mass. After leaving St. John he set up in business in Mansfield, Mass., where he conducted a successful printing business and became editor and proprietor of the Mansfield *News*.

Captain J. Douglas Black, formerly news editor of the Fredericton *Gleaner*, who went overseas as quartermaster with the McLean Kilties, has been appointed quartermaster of the 6th Reserve Battalion. A former officer of the Kilties, in a letter to New Brunswick friends, tells of the high praise given Captain Black by the military inspectors when he turned over the affairs of the Kilties' battalion.

Lieutenant James B. Dever, a member of the writing staff of the St. John *Evening Times-Star* until he entered the military service, has been reported as seriously wounded with shrapnel. Lieut Dever went overseas in 1915 and was soon transferred to a New Brunswick infantry unit at the front where he has seen considerable service. Until he joined the overseas forces he had been the New Brunswick correspondent for the PRINTER AND PUBLISHER.

Thomas M. Dieuaide, one of the men selected for conspicuous honor in the history of the New York *Sun* which is appearing in the Sunday issues of that newspaper, is a Canadian and a native of St. John, N.B. He received his training on the St. John *Telegraph* and was city editor of that paper before he left to seek a wider field of endeavor in New York. The author of the *Sun* articles quotes at length from Mr. Dieuaide's story of the eruption of Mount Pelee as a classic among newspaper stories.

George McLean, who received his training in newspaper work on the St. John *Telegraph* and who for the last twenty years has been with the Worcester, Mass., *Telegram*, the Boston *Herald* and more recently with the New York *Herald*, visited New Brunswick and Nova Scotia this month in search of material for articles on the United States soldiers with the Canadian and British training camps. Mr. McLean, who has two sons in the U.S. navy, is connected with the British recruiting mission in the United States.

Lieutenant A. W. Thorne, formerly city editor of the St. John *Standard*, who was reported recently to have suffered from a gas attack, has made a quick recovery and expected soon to be in the firing line again.

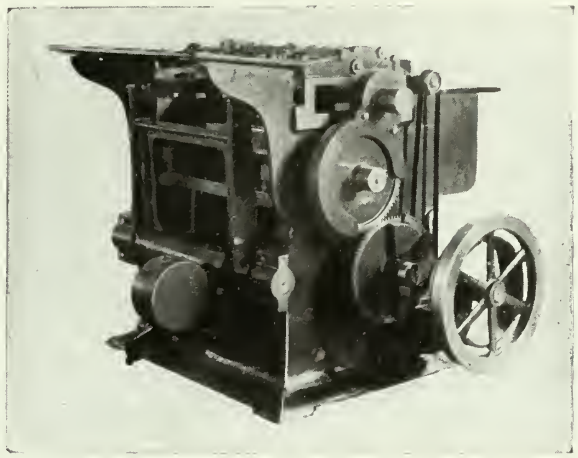
G. Pearl Black, formerly of the advertising department of the Montreal *Herald*, who was invalided home after service at the front, has been appointed battalion sergeant-major of No. 1 New Brunswick depot battalion.

J. L. Stewart, editor of the Chatham *World*, Chatham, N.B., will represent the newspapers of New Brunswick at the Imperial conference of editors which is to be held in London, and on the proposed visit to the war zone W. R. McCurdy, managing editor of the Halifax *Herald*, will be the Nova Scotian representative.

"Gee" Ahearn, reporter and sports writer on one of the Halifax papers is in the hospital seriously injured. He was sent to the north end of the city for a story. He was picked up by a young friend driving a big automobile. The car collided with a military ambulance and was completely overturned, the driver having his collar bone and three ribs broken and Ahearn receiving face and scalp injuries. The ambu-

THE MONEY-MAKING

Osterlind



The one job press that will do more and better work than three platen presses at the cost of operating one platen. The OSTERLIND is a benefactor, because it is accomplishing this result daily.

Think of it! Any short run, any ordinary job work can be dressed on and run off with less trouble than doing it on a platen.

Another thing,—there is an automatic feeder being applied to OSTERLIND Presses, which will be attachable to all hand-feed machines now in use.

Sold on easy terms to reliable printers only. You know what you should do, so don't delay. Write

MILLER & RICHARD
7 Jordan Street
TORONTO - ONT.

Say you saw it in PRINTER AND PUBLISHER

lance took both young men to the hospital.

Complaint comes from Yarmouth that business there is not up to the standard, owing to the taking off of the direct steamer to Boston. The outlook for the disposal of fish and farm produce, the report states, is not bright unless another vessel be secured for the trip.

Another monthly magazine has been added to the list of journals published in St. John, N.B. The latest addition to the journalistic family is the *Canadian Boy*, of which Percy Gibson is the editor and publisher, and it made its appearance with a June number. The magazine has been authorized as the official organ of the New Brunswick Provincial Boy Scout Association and the first number contains a message of encouragement from His Excellency the Duke of Devonshire and a full-page picture and a message from A. C Skelton, president of the provincial association. H. O. Eaman, Canadian organizer, contributes an article and there is other material relating to the scout movement and the work of the scouts. Its appeal is not only to the members of the scout association, however, but to all boys and there is a wide variety of material which is likely to prove attractive to lads of active mind and active body. The magazine is well printed, with attractive cover, and is generously illustrated. The advertising pages show generous patronage of the new venture and give promise of adequate support. Mr. Gibson is editor of the Educational Review and of the juvenile page of the St. John *Standard* and is a member of the provincial scout association executive. He already has shown his interest in boys and his ability to interest them and the Canadian Boy starts on its career with excellent prospects for success.

Newfoundland

The International Typographical Union, No. 103, of St. John's, Newfoundland, at a meeting held the latter part of May, adopted an eight-hour day, which went into effect on the 1st June.

Hon. Dr. W. F. Lloyd, Prime Minister and Minister of Justice of Newfoundland, and formerly editor of St. John's *Telegram*, has been created a Privy Councillor. He is now attending the War Conference in England.

The Volunteer is one of the latest publications. It appeared for the first time on 22nd June, is published in magazine form, at St. John's, Nfld., in aid of the Veterans' Association, and contains a record of the Royal Newfoundland Regiment.

The St. John's *Daily Star*, which was suppressed by order of the Newfoundland Government on May 30, was by order of the Newfoundland Supreme Court released again on June 7. The paper resumed publication on June 10. The Government has made application to appeal to the Privy Council from the judgment of the Newfoundland Supreme Court.

John S. Currie, M.H.A., editor of St. John's *Daily News*, has been nominated as the Newfoundland representative of the "Empire Press Party," being arranged by the British Government, in order that the journalists of the Overseas Dominions might enjoy the experience of a trip through the British Isles. and along the battle-line of the Western front. Mr. Currie is well fitted for the undertaking to bring back from the fighting theatres a realization of what is being done in the way of war work.

John R. Goodison, M.H.A., was on June 7 appointed Acting Press Censor in Newfoundland, with Mr. Henry M. Mott as Assistant Press Censor. Mr. Mott is a man of extensive newspaper experience and very fitted for the position of Press Censor through that wide experience, but the appointment of Mr. Goodison as Acting Press Censor, owing to his lack of exerience in the Fourth Estate, is looked upon as an affront, which has brought forth much adverse criticism on the part of the press of Newfoundland.

In the suit instituted by Hon. R. A. Squires, ex-Colonial Secretary, against the Union Publishing Company (publishers of the St. John's *Advocate*), and Hon. W. F. Coaker, the jury brought in a verdict in favor of plaintiff for $250. The case was tried before a special jury in Supreme Court, at St. John's, Nfld., on June 12, it having been previously postponed till that date in order to permit the taking of evidence by commission from the principal witness, Miss Dawe, residing in Toronto, who had been employed as private secretary to Hon. R. A. Squires while Colonial Secretary.

The Dead

Francis H. Nicholson, of 155 Westminster Avenue, Toronto, and for 38 years a member of the business staff of the Globe, died suddenly at his home, in his 57th year. For only a few days he had been confined to his home, suffering from laryngitis and a general breakdown, but his condition was not considered critical. Born in Newcastle, Ont., Mr. Nicholson came to Toronto and joined the *Globe* in 1881, and for several years served with untiring energy and loyalty in the capacity of chief clerk of the advertising department.

Suddenly, as a result of heart failure, Mr. Thomas Langton, one of the most widely known and oldest travelers in Canada, and publisher, passed away at his late residence, 54 Binscarth Road, Toronto. Mr. Langton was sixty years of age and a native of Toronto where he has resided all his life. He was the son of the late Thos. Langton, well-known shoe merchant for many years in this city. Mr. Langton was for some time connected with the Hunter, Rose Company, also the Church of England Publishing Company, but later established a publishing company of his own on Scott Street. He had been attending his office regularly up to the morning of his death

P. J. Pearce, father of P. Geo. Pearce, proprietor of the Waterford *Star*, died in Waterford on Thursday, July 4th, after an illness of over three years. His condition had been serious for about ten days previous to his death.

He was born in the village of Mount Pleasant and when he was a child the family moved to Simcoe. He served his apprenticeship on the Norfolk *Reformer* under the proprictorship of the late Reuben Thoroughgood, in the early sixties. His first position was with his uncle, John Frew, proprietor of the Wheeling, W. V. *Intelligencer*, where he remained over two years. He returned to Canada and secured a position on the Hamilton *Spectator*. He was night editor on the *Spectator* before going to Waterford to establish the *Star* in 1874.

John Sinclair Robertson, eldest son of the late John Ross Robertson, and familiarly known in the journalistic world of Toronto as "Cully" Robertson, died at Allandale, Simcoe County, on June 23, after a long illness, at the early age of forty-five, three weeks after the death of his father. He had been practically an invalid for the last two or three years, but had maintained his connection with the Toronto *Evening Telegram* as a regular contributor to the sporting page. He was born in London, England, in 1873, when his father was correspondent there of the Toronto *Globe*, and was educated privately and at the Model School, Toronto. As contributor to the *Evening Telegram* his interests have been mainly in the sporting department, and his column entitled, "Remarked on the Side," was widely read by the sporting fraternity. As a sporting enthusiast Mr. Robertson had a large circle of friends in Toronto, especially among the devotees of hockey. To him and to his father this sport, in particular, owes a great deal.

Linotype Installations

The following is a list of recent Linotype installations: *Standard*, Shaunavon, 1 Model 5; *Gazette*, Burlington, 1 Model L; *Expositor*, Brantford, 1 Model 5; *Star*, Saskatoon, 1 Model 14; *Observer*, Sarnia, 1 Model 14; *Herald*, Hanna, 1 Model 5; *Advertiser Topic*, Petrolia, 1 Model 18; *Herald*, Calgary, 2 Model 19's; *Spectator*, Hamilton, 3 Model 18's; Dadson Merrill, Ottawa, 1 Model 14; *News*, Chatham, 1 Model 14; *News*, Chatham, 1 Model 5; *Mercury*, Renfrew, 1 Model 5; *Times*, St. Thomas, 1 Model 14; *Prairie News*, Govan, 1 Model 5; *Herald* Thamesville, 1 Model L; *La Presse*, Montreal, 4 Model 9's; *Post*, Deseronto, 1 Model 1; *Clarion*, Kindersley, 1 Model L; *Transcript*, Glencoe, 1 Model L; *Call*, Gleichen, 1 Model L; Garner-Young, London, 1 Model 4; *Citizen*, Ottawa, 1 Model 14; *Transcript*, Moncton, 1 Model 18; *Sun*, Brandon, 1 Model 14; *Telegraph*, Welland, 1 Model 14; Geo. A. Resch, Regina, 1 Model 5; *Times*, Bothwell, 1 Model 1; *News*, Moose Jaw, 1 Model 14; Superior Printing Co., Fort William, 1 Model 19; *Herald*, Hamilton, 1 Model 18; *Spectator*, Hamilton, 1 Model 18; *Moon*, Melfort, 1 Model L; *Record*, Windsor, 1 Model 14; *Spectator*, Hamilton, 1 Model 18; *Reporter*, Galt, 1 Model 19; *Star*, Saskatoon, 1 Model 14; *Watchman-Warder*, Lindsay, 1 Model 18; P. Feguenne, Edmonton, 1 Model 5; *Sentinel-Review*, Woodstock, 1 Model 14; *Journal*, Ottawa, 1 Model 14; *Le Droit*, Ottawa, 1 Model 5; Holiness Movement, Ltd., Ottawa, 1 Model 14.

Monotype Installations

The Douglas Co., Edmonton, have installed a complete monotype equipment.

All three daily papers in Calgary have installed the monotype type-and-rule caster and the non-distribution system.

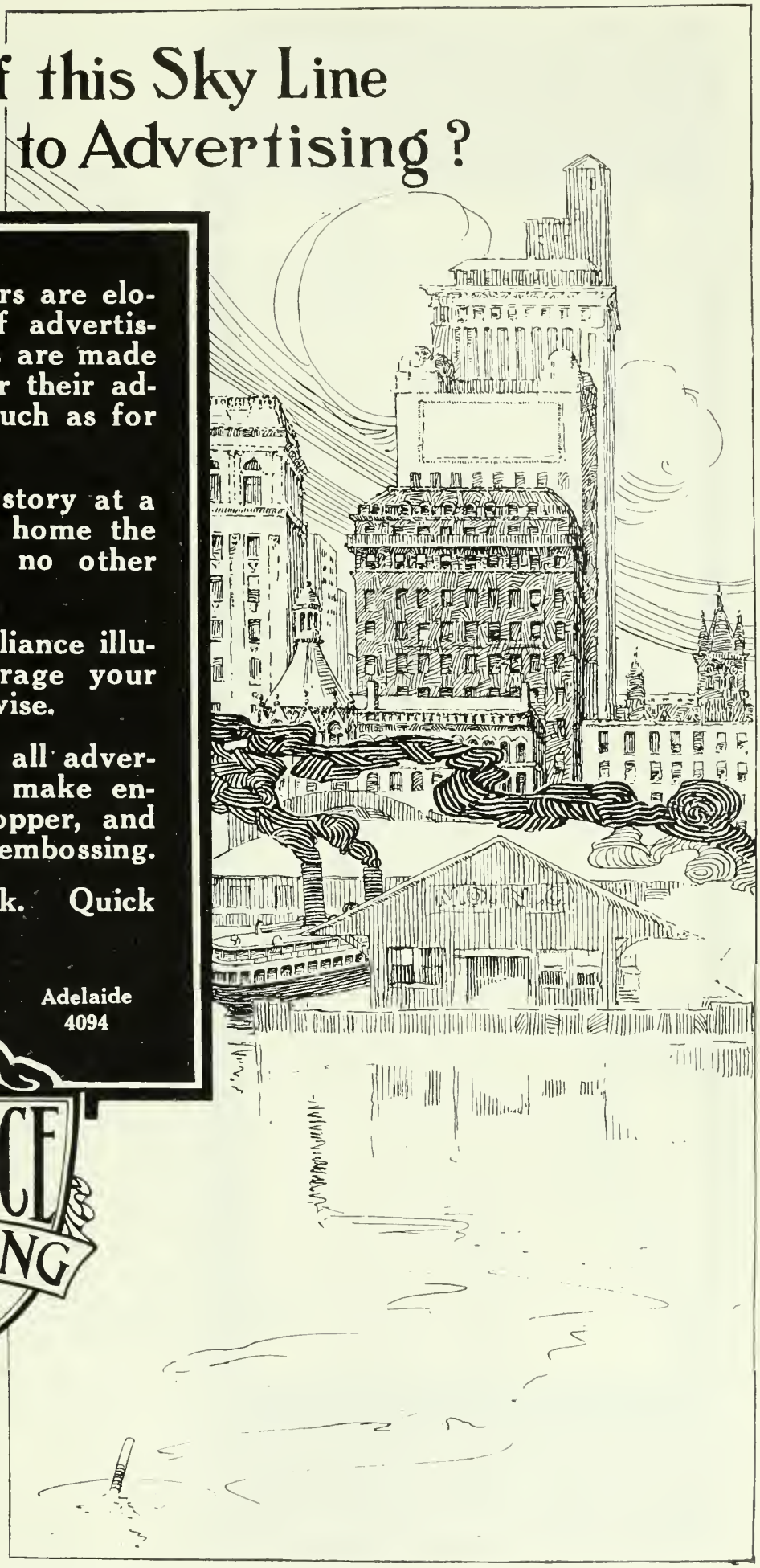
The *Financial Times*, Montreal, are installing a monotype type-and-rule caster and are introducing in their composing room a complete non-distribution system.

A. A. Moore, who took over the *Albertan* job department a little over a year ago, installing one monotype equipment, now has three. Mr. Moore has moved the plant to larger quarters and reports business good.

The Dodd-Simpson Press, Montreal, have purchased the necessary matrices, and also the lead and rule mold equipment, and are going to operate a complete monotype non-distribution system in their composing room.

The Western Printing & Lithographing Co., Calgary, has installed an additional monotype and the non-distribution system. They have recently made a number of improvements in their building and in the layout of the plant and from an efficiency standpoint have a model printing plant.

How Much of this Sky Line is Due to Advertising?



Toronto's sky-scrapers are eloquent illustrations of advertising. These buildings are made tall and imposing for their advertising value as much as for economy of space.

Illustrations tell the story at a glance. They bring home the message, possible in no other way.

PRINTERS—Use Reliance illustrations and encourage your customers to do likewise.

We do designing for all advertising purposes and make engravings on zinc, copper, and brass for printing and embossing.

Highest quality work. Quick service.

143 University Ave. Adelaide 4094

RELIANCE ENGRAVING TORONTO

Say you saw it in PRINTER AND PUBLISHER

Buntin Gillies & Co. Limited

B & G

CABLE BOND

(Fac-simile of Watermark Registered)

"Will Hold Business"

MADE IN CANADA

All-rag Loft-dried Tub-sized.

White, 29c. per lb.
Colored, 30c. per lb.
Golden Rod, 31½c. per lb.

In stock at Hamilton:—

WHITE WOVE 500s

17 x 22—13, 16, 20, 24 lb.
17 x 28—16, 20, 25½, 30½, 36 lbs.
19 x 24—20, 25, 30, 35 lbs.
22 x 34—32, 40, 48 lbs.

Paper on a basis lighter than 17 x 22 16 lb. will be charged as 17 x 22-16 lb.

For particulars see Semi-Annual Price List

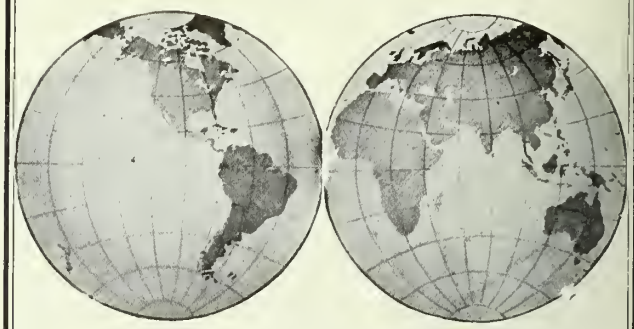
CABLE BOND TINTS,
CABLE BOND LEDGER,
CABLE BOND ENVELOPES

Use "STIC-TITE"—the unexcelled Powder Paste.

B & G

Hamilton. and Montreal.

WORLD BLOTTING



Guarantees Printing Satisfaction

World Blotting is a product of excellence that 30 years' experience perfected.

It is the kind of blotting particularly adapted to high-class printing jobs—clean, smooth and very absorbent.

Send for a trial supply and ask about "Hollywood" and "Reliance"—two good cheap lines.

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

We make the right kind of blotting for your high-grade printing

Draw your customers' attention to the fact that a printed blotter can be inserted in practically every letter they mail without paying additional postage.

They will be interested in this direct way of reaching men who are directly interested in their products.

And it will result in good extra business for you.

Be sure you have the right kind of blotting—the kind that will do you credit and please the trade.

Write for samples of

Standard	**Royal Worcester**
Sterling	**and**
Curi-Curl	**Defender**
Prismatic	**(Enameled)**

STANDARD PAPER MFG. CO.
Largest Producers in the World of Fine Blottings
RICHMOND, VA., U.S.A.

HOYT METALS

Used by The Printing Plants of the World

Hoyt Linotype, Monotype, and Stereotype metals stand for superior and unchanging quality. They have won their way into the largest printing plants of the world on their outstanding merits. Scientifically alloyed Hoyt Metals guarantee a perfect Linotype slug, a sharp and clean Monotype letter and Stereotype plate that prints without a blemish.

HOYT METAL COMPANY

Eastern Ave. and Lewis St., TORONTO

LONDON NEW YORK ST. LOUIS

Largest manufacturers of mixed metals in the world

There are many ways of making money do more work than it has previously been asked to do. One way is to see that you get all you pay for.

EVERY statement, bill, letter that goes out under weight represents waste and lost opportunity. Each might carry with it a forceful message that would reduce selling expense.

Every progressive manufacturer and merchant should enclose with his monthly mail well prepared and printed business talks—inside information that will add to sales.

TAFFETA and HOMESPUN COVERS

are particularly suitable for envelope fillers—both made in attractive colors in light weights.

HOMESPUN in six rich shades, 20x25-50 and 20x25-30.

TAFFETA in seven lighter "pastel" shades, 20x25-40 and 22x28-60.

We will send you samples of either or both on request

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LOCKPORT, N.Y.

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Sole Agents in Canada for

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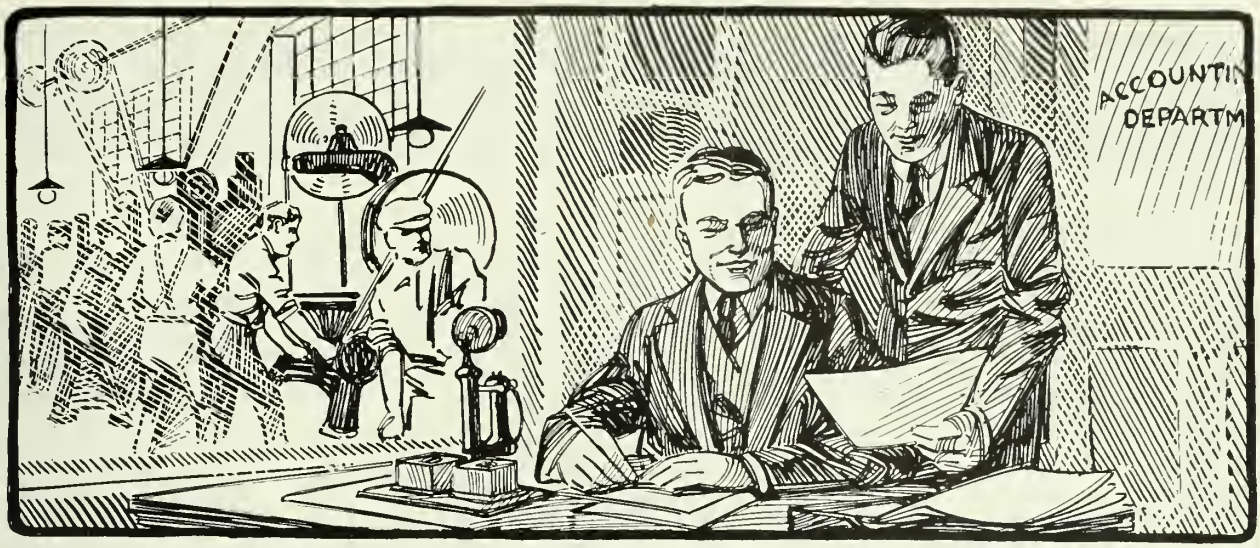

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"COLLECTED 83%"

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Morrisburg, Ontario
September 29, 1917.

The Canadian Mercantile Agency,
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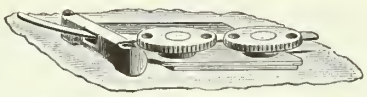

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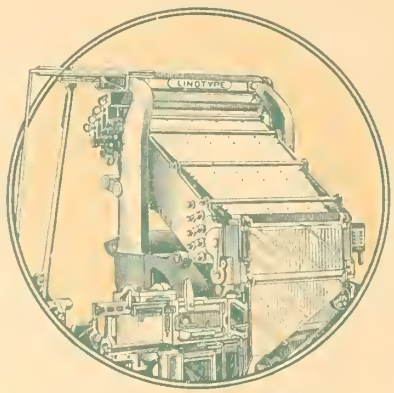

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August, 1918

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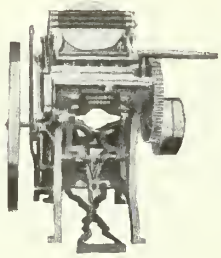

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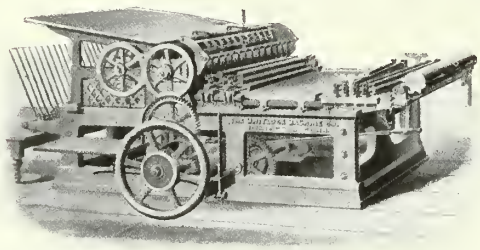

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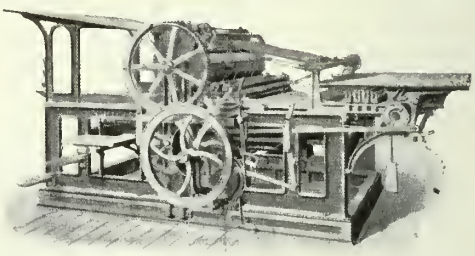

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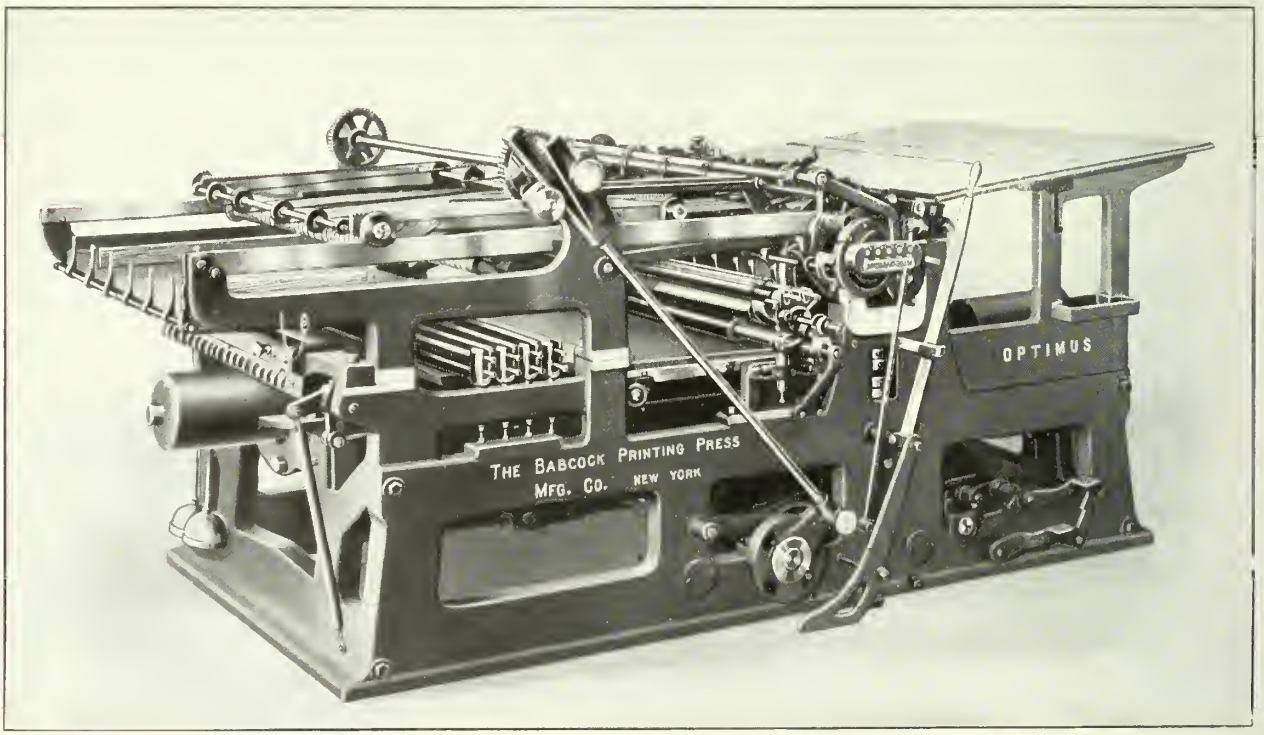

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We compliment you on this splendid Canadian product, which should receive the support of every printer and publisher in Canada.

Awaiting delivery, we are,

Very truly yours,

"SATURDAY NIGHT," LTD.
(Signed) H. Gagnier, President.

Dictated by
Mr. Gagnier.

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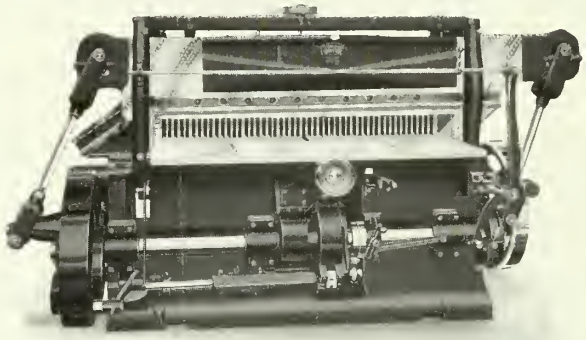

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NEWSPAPER PRINTING PRESSES

NEW PRESSES

One 32-page Goss high speed, 4-decker, two-plate wide with top deck combination for three colors or black printing, 22¼ in. column.

REBUILT PRESSES

One 32-page Goss half-tone and color magazine press, for page 10½ in. x 14 in.

One 28-page Goss 3-roll, 3-decker press for black printing, 22¼ in. column.

We also have, thoroughly overhauled and rebuilt:—

One Hoe 40-page press for black printing, 22¼ in. column.

Further Information on Request.

The Goss Printing Press Co.
1535 So. Paulina St. - Chicago, Ill.

Samuel Jones & Co.

PATENT NON-CURLING GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables: Noncurling — LONDON, ENG. — Code: A.B.C. 5th

TORONTO ENVELOPE CO., LIMITED

"Service and Quality"

MANUFACTURERS TO THE PRINTING

TRADE ONLY

OF MACHINE, HAND FOLD, METAL CLASP AND BUTTON AND STRING ENVELOPES

Confer With Us re Your Envelope Problems

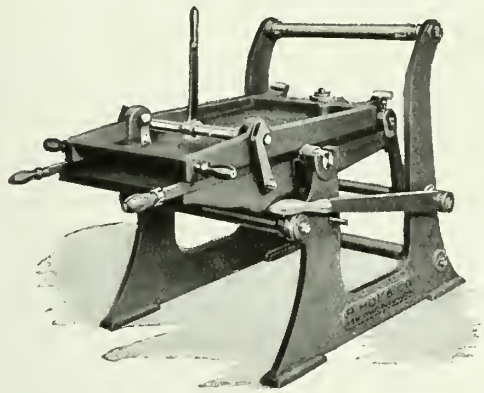
119 ADELAIDE ST. W. TORONTO

PRINTERS AND PUBLISHERS

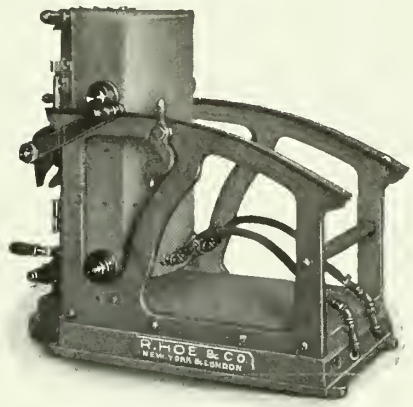
When in New York are Cordially Invited to Visit Our Factory and Inspect Some of

OUR NEW AND IMPROVED

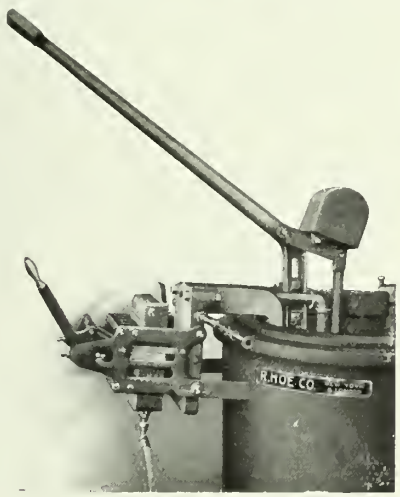
Curved and Flat Plate-Making Machinery



Spring-Balanced Single-Lock Flat Casting Mould Adjustable for Casting Type-High Base or Plate.



"New Duo-Cooled Equipoise Curved Casting Mould." Ready for the Cast.



Patent Ingot Caster. Fits any Pot Having a Capacity of One Ton or More of Metal.

Self-Clamping Matrix Scorching Oven. Gas-Heated.

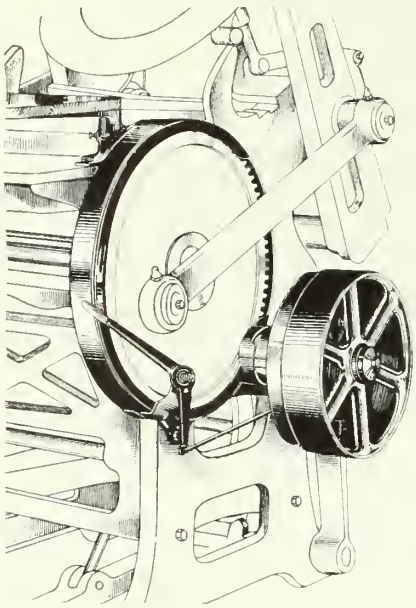
There is nothing in the line of Printing and Plate-Making Machinery which R. Hoe & Co. cannot make at least a little better than anyone else and at the lowest price consistent with the highest grade of workmanship and materials.

Quality—Efficiency—Reliability

R. HOE & COMPANY, 504-520 GRAND STREET NEW YORK

BOSTON, MASS., 7 Water Street
CHICAGO, ILL., 544-546 South Clark Street
MONTREAL, CAN., 120 St. James Street
LONDON, S.E., ENG., 109-112 Borough Road

Better Returns Come With Ease



Complete with Gear Guard
Exclusively for C. & P. Presses

when the

HORTON
VARIABLE SPEED PULLEY

is a part of the **progressive printer's equipment. Consider it To-day.**

Used by most every high-class printer in Canada and U.S.

It increased speed of press and production of plant; protects life of operation and profits of employer. Press can be placed under perfect control at all times.

IT FITS THE SPEED FOR EVERY NEED

For sale by **Toronto Type Foundry Co., Ltd., Toronto, Montreal, and American Type Founders Co., Winnipeg.**

Write for our trial offer and prices.

Horton Manufacturing Co.
MINNEAPOLIS, MINN.

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies

Bonds · Diplomas Checks Charters ·

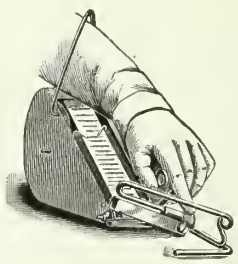
Goes Corporation Record

also

Lithographed Calendar Pads

GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.

· SAMPLES ON REQUEST ·



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

We are Fully Equipped for the Finest Production of

Color Plates, Halftones and Line Cuts

Engravings require the utmost judgment and skill in production. We employ high-class operatives and experienced executives to ensure our customers of good service and the best quality work that can be produced. Benday plates and color engravings, either half-tone or on zinc, all receive minute care in reproduction. This means the elimination of all uncertainty of printing results and loss of time in the press room.

Place your next order for Engraving in our hands and note the quality of work and the service we render.

Photo Engravers Limited

70 Bond Street, Toronto, Ontario

Save Your Halftones

Use our Lead Moulded Nickel Steel Plates

Instead of putting valuable halftones on the press where they are quickly worn and easily marred have electrotypes made of them.

Our LEAD MOULDED NICKEL STEEL TYPES are moderate in price and retain the same clean cut depth as the original engraving. They possess unequalled printing and wearing qualities and a perfect register is guaranteed on the finest color work. Every plate that leaves our plant is exact, and a perfect reproduction, with every atom of detail preserved.

Our service and quality of work will give you entire satisfaction.

Electrotypers Limited

Associated with the Photo Engravers, Limited

331 Adelaide Street West, Toronto, Ontario.

PRINTING INKS

of QUALITY
and VALUE

MADE IN CANADA.
MAIL ORDERS PROMPTLY FILLED.

NEWS INKS
POSTER INKS
BOOK INKS
CATALOGUE INKS
BUTTERWRAPPER INKS
TINT INKS
COVER INKS
COPYING INKS
PROCESS INKS
BOOKBINDERS' INKS
JOB INKS
LITHOGRAPHING INKS
DRYERS
REDUCERS
VARNISHES
PADDING GUM
PRINTERS' ROLLERS

Canada Printing Ink Co., Limited
15 DUNCAN STREET, TORONTO

MANTON BROS.

"Necessity being the Mother of Invention,"

and having to produce satisfactory results for the Printer with more or less inferior raw material, we are therefore

Better Printing and Lithographic Ink Makers
Better Roller Makers and
Better in producing anything in our line that the printer requires

SEND YOUR ORDERS TO US. WE ARE IN A POSITION TO GUARANTEE SATISFACTORY RESULTS

TORONTO WINNIPEG

Order from the Nearest Branch

Say you saw it in PRINTER AND PUBLISHER

THE INLAND PRINTER

The Leading Journal of the World in the Printing and Allied Trades.

Every issue contains practical and helpful articles and specimens that can be used by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines—

A STORY—Interesting and often humorous with a moral.
EDITORIALS—Valuable and lively on timely subjects.
CORRESPONDENCE—Questions answered and troubles in general solved.
COLLECTANEA TYPOGRAPHICA—Short comments on the literary and historical sides of printing.
PROOFROOM—Questions pertaining to proofreading discussed.
BOOK REVIEW—A digest of the latest and best works.
JOB COMPOSITION—In this department problems of job composition are solved and numerous illustrations are shown in colors.
SPECIMENS—Under this head booklets, circulars and other specimens of printing are briefly reviewed and illustrated.
THE PRINTER'S PUBLICITY—A review and constructive criticism of printers' advertising.
COST AND METHOD—Especially valuable to the employer.
PROCESS ENGRAVING—Queries regarding process engraving are answered and suggestions and experiments exploited.
PRESSROOM—The art of presswork discussed in detail.
NEWSPAPER WORK—Detailed description and helpful hints on all phases of this subject are given for the aid of publishers.
MACHINE COMPOSITION—The linotype machine and its product are discussed for the help of the operator and machinist.
TEACHERS' ROUND TABLE—A discussion of the various phases of teaching printing and of the problems confronting the instructor.
TRADE NOTES—Brief mention of men and events associated with the industry published under this heading.
ADVERTISEMENTS—The advertising section is a directory of representative American manufacturers and supply houses.
INSERTS—Four to eight pages in colors each month.

Published monthly. Subscription price, $3.00 per year; $3.50 in Canada; $3.85 foreign.

THE INLAND PRINTER, 632 SHERMAN STREET CHICAGO, ILL., U.S.A.

Exclusively—
Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y. *Write*

Electrotyping and Stereotyping

Quick and Efficient Service

Fire recently forced us into new premises in the Douglas Building, opposite our old premises. **Better equipped than ever.**

Toronto Electrotype & Stereotype Company, Limited

122 Adelaide Street West, Toronto

L. D. 'Phone Adelaide 1638 — R. C. ELDER, Manager.

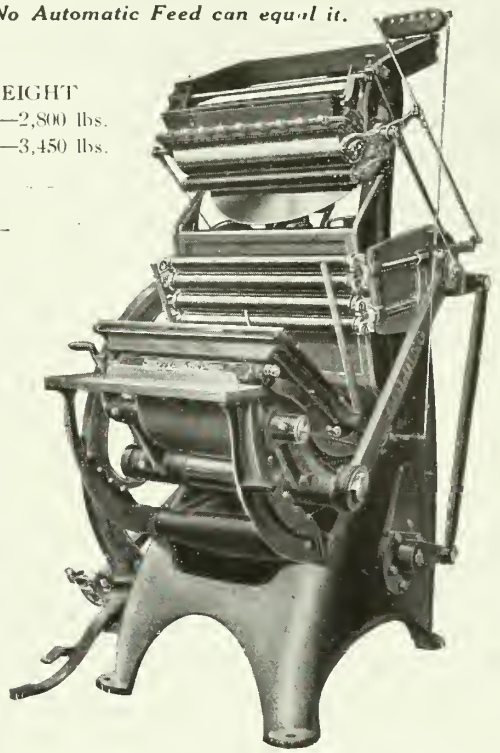
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

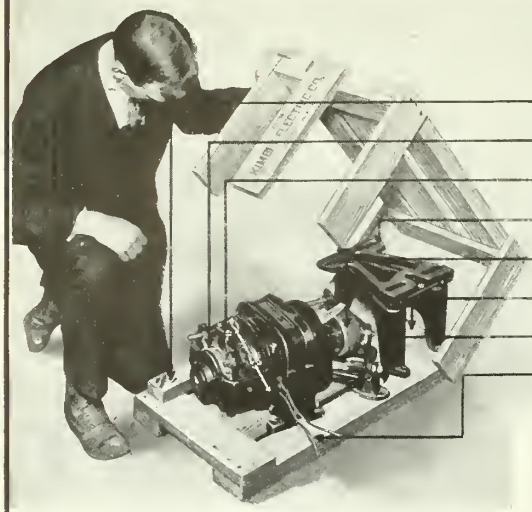
STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

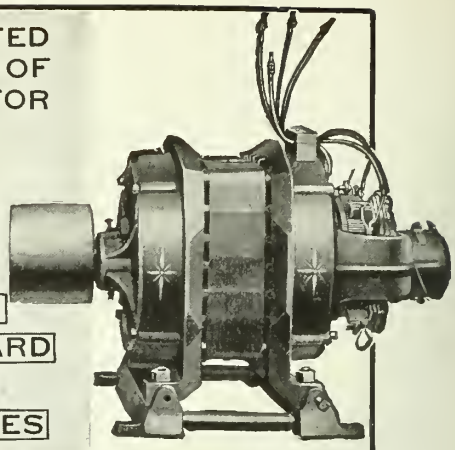
Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto: Geo. M. Stewart, Montreal.



NOTHING IS OMITTED FROM THE CRATE OF YOUR KIMBLE MOTOR

- ATTACHMENTS
- SWITCH
- REGULATOR
- SPRING BASE
- FRICTION PULLEY
- INSTALLATION CARD
- FOOT CONTROL
- CONNECTING WIRES



And It's "All There" When It Gets on the Job

KIMBLE PRINTING-PRESS MOTORS

give both higher and lower effective speeds than are possible with other alternating-current motors, and the speed *control* is instantly flexible to all conditions. *They also effect a marked saving in current.*

All sizes for all presses, from the smallest jobber to the largest cylinder.

Sent for our catalogue and circulars

KIMBLE MOTORS

KIMBLE ELECTRIC COMPANY

Great West Electric Co., Limited
57 Albert Street, Winnipeg, Manitoba, for all points west of Port Arthur and Fort William.

Masco Company, Limited
87 Queen Street East, Toronto, Canada for all points east of Port Arthur and Fort William.

KIMBLE MOTORS

Use our Blottings for your Quality Printing

Blotter printing pays. But it must be "classy." And good, smooth, firm stock will make it classy.

That's why you'll find it advantageous to use our quality blottings always. They are the right kind—the kind that will do your business credit and please your customers.

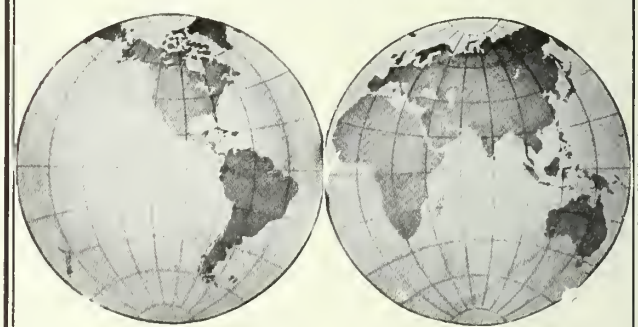
Write now for samples of

Standard
Sterling
Curi-Curl
Prismatic

Royal Worcester
and
Defender
(Enameled)

STANDARD PAPER MFG. CO.
Largest Producers in the World of Fine Blottings
RICHMOND, VA., U.S.A.

WORLD BLOTTING



—A Product of Excellence

Perfected through 30 years' experience.

Particularly adapted to high-class printing jobs.

Has a smooth, clean, firm surface, is very absorbent and wears well.

Get a trial supply and ask for samples of "Hollywood" and "Reliance"—our two inexpensive grades.

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

SUMMER ROLLERS

Quality Brand

Sinclair & Valentine Inks and Rollers
Make a Happy Combination—
Use Both

SINCLAIR & VALENTINE CO.
OF CANADA, LIMITED
233 RICHMOND ST. W.
TORONTO :-: ONTARIO

Earnscliffe Linen Bond

facsimile of watermark

The watermark in paper is like the Sterling mark in silver or the Karat mark in gold.

The Earnscliffe Linen Bond Watermark shown above appears in **every** sheet of "Earnscliffe" and is our guarantee that it is made up to a standard of quality as to material, make and finish, upon which we are willing to stake our reputation.

"The Why of the Watermark"

Write us for a few copies "The Why of the Watermark" folder, which shows examples of the printing and lithographing qualities of Earnscliffe Linen Bond.

MADE IN CANADA
WHITE and AZURE

The Rolland Paper Co.
LIMITED
High Grade Paper Makers
MONTREAL, P.Q.
Mills at
ST. JEROME, P.Q. and MONT ROLLAND, P.Q.

WARREN'S COATED PAPERS

J. M. Dent & Sons, Limited
Sole Agents in Canada for

John Dickinson & Co.
Limited
Main 585 25 Melinda Street
TORONTO

Georgetown Coated Paper Mills
Limited

Manufacturers of

Coated Papers
and
Cardboards

HEAD OFFICE AND MILLS
GEORGETOWN, ONT.

Toronto Office: 11 Duncan Street

Wilson-Munroe Co., Limited
TORONTO

WE HAVE LARGE STOCKS ON HAND OF

ROLLAND MADE IN CANADA PAPERS

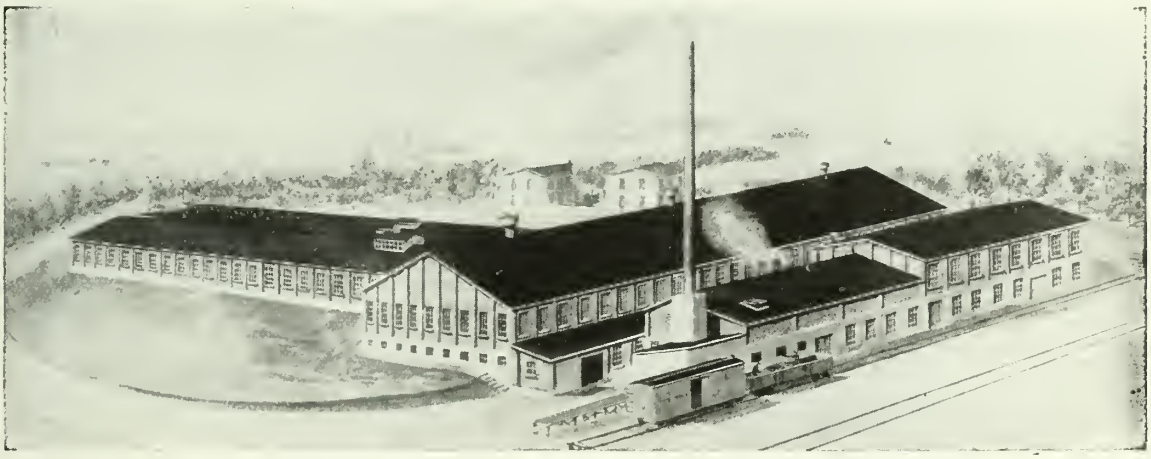
SUPERFINE LINEN RECORD	White, Azure and Buff
CANADIAN LINEN BOND	White
ROLLAND PARCHMENT	White
EARNSCLIFFE BOND AND LEDGER	White and Azure and Buff
EMPIRE LINEN BOND	White and Five Tints
COLONIAL BOND AND LEDGER	White, Azure and Five Tints

ALL STANDARD SIZES AND WEIGHTS, ALSO DOUBLE SIZES.

ENVELOPES TO MATCH

We devote a whole floor in our warehouse to the stocking of these well-known papers. Prompt shipment assured.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building — Private Exchange Adelaide 1986

Say you saw it in PRINTER AND PUBLISHER

TRIBUNE BOND

THE BEST BOND ON THE MARKET AT THE PRICE

Reams 28½c. Cases 27½c.

CARRIED IN WHITE ONLY IN ALL REGULAR SIZES AND WEIGHTS

Let us send you samples

UNITED PAPER MILLS LIMITED
TORONTO CANADA

PLACE ORDERS NOW!

Anticipate Your Requirements for Paper, Box Boards and Specialties.

Manufacturers of paper products are confronted with increasing difficulties in meeting demands. Scarcity of labor, scarcity of raw products and facilities for manufacture handicap the output of the mills. You should place your order now to ensure future delivery in reasonable time. By ordering now you help the situation and help yourself.

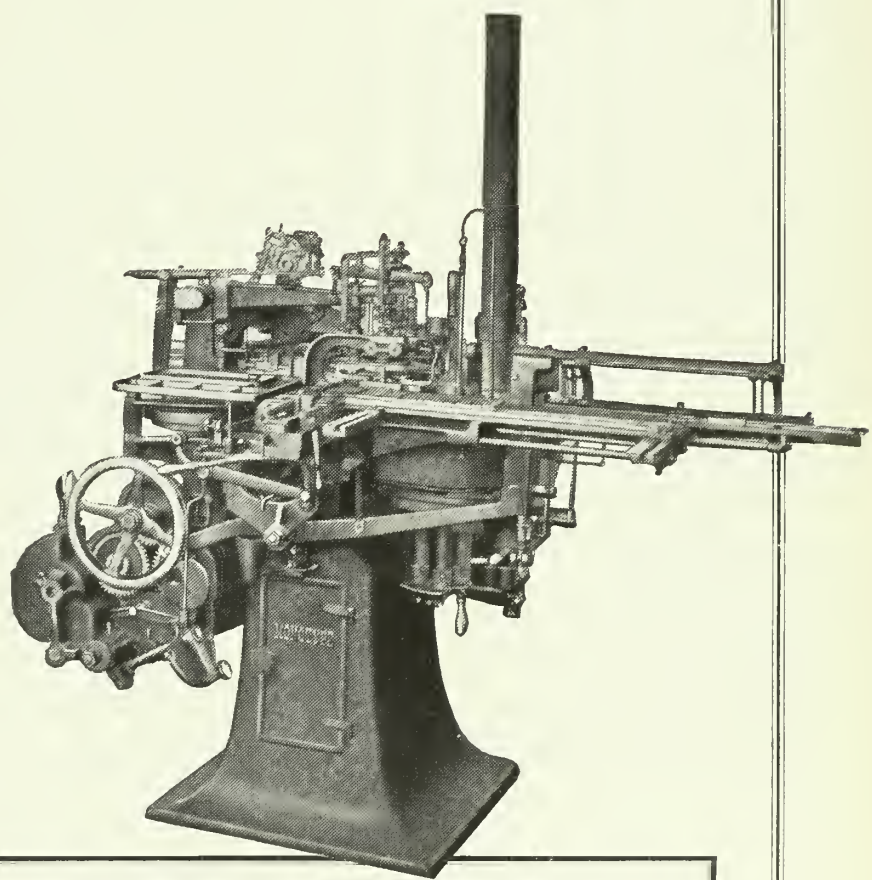
Let us know your requirements of the following lines:

Bonds
Book Papers
Coated
Plain and Coated Blanks
Bristols
Genuine Vegetable Parchment
Greaseproof and Glassine
Non-Curling Gummed Papers
Blotting
Cover Papers
Plain and High Grade Box Boards

PAPER SALES LIMITED
Bank of Hamilton Building Toronto, Ont.

The Demand *of the Hour*

is greater efficiency as an offset to the reduced labor supply—THE MONOTYPE meets this demand by its systems of composition and Non-Distribution, with the abundant supply of material to increase composing-room efficiency by eliminating all non-productive operations.



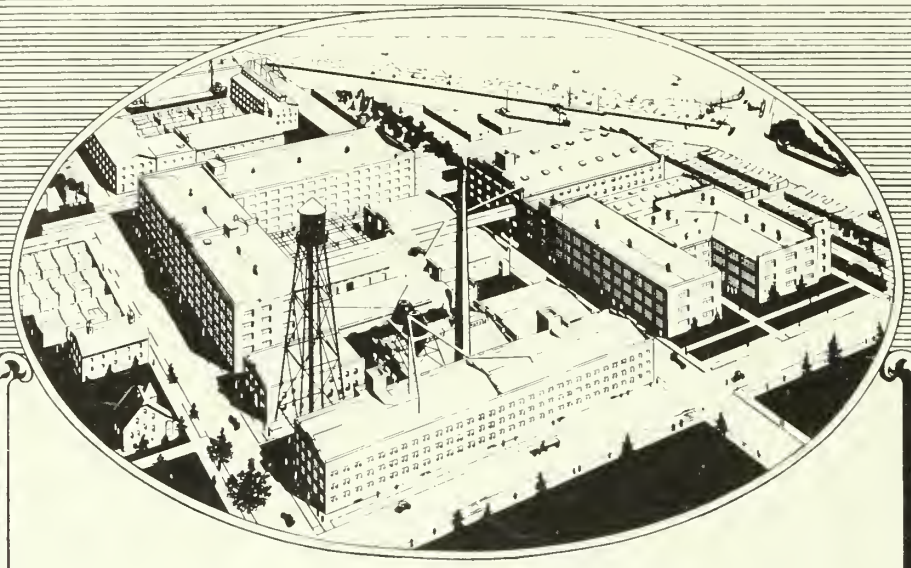
LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

NEW YORK BOSTON
CHICAGO TORONTO
Monotype Company of California, SAN FRANCISCO

187

This advertisement is composed in Monotype No. 150 and 1501 Series and Monotype Rule

Say you saw it in PRINTER AND PUBLISHER



Are You Short of Help?

Put a Hamilton Cabinet on Your Pay-Roll

DO you know that the saving that can be effected by the use of modern cabinets in your composing-room with all the material at hand over the old-style racks and cabinets which are not provided with facilities for handling spacing materials, rules, etc., will pay for the cabinet in one year?

Do you know that a modern unit imposing-table with its concentrated storage facilities will save sufficient time in handling matter to pay for itself in a very few months, depending on the volume of business being handled over it?

With the present restricted supply of labor it is important to consider efficient helps of this kind.

Send for an efficiency engineer to-day to help you solve your problems.

Hamilton Equipments carried in stock and sold by all prominent typefounders and dealers everywhere.

THE HAMILTON MFG. CO.

Main Office and Factories:
TWO RIVERS, WIS.

Eastern Office and Warehouse:
RAHWAY, N. J.

CANADIAN SELLING AGENTS

Toronto Type Foundry Co., Limited—Toronto, 70 York Street; Montreal, Beaver Hall Hill. Eus. J. Goolland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard—Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.; Anglo-Canadian Type and Printing Machinery Co., Ltd., corner Spadina and Adelaide, Toronto; 672 Connaught Ave. Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

CATCHING MAILS NEW PROBLEM EVERY DAY

Requires Constant Watching To Do It.

CATCHING mails is a problem that the daily paper has to solve and keep solved every day the paper is printed. Because things "broke right" yesterday is no saying that the performance is going to be repeated to-day.

Have you ever faced empty columns at 2.30 in the afternoon? Have you ever had a reporter ten miles in the country trying to get a good story in on a rural party line, only to be shut off as the hired man had the gun up ready to shoot? Ever had one of your best advertisers rush in at 11 in the morning with an extra half page? Ever had a couple of machines tied up with good copy a foot high stacked up on the corner of your desk? Ever shove the last page down ten minutes before the train pulled out, only to hear that awful screech from the pressroom "Web's busted?"

Thrillers, aren't they?

Ontario publishers have something to say about the thing as follows:

GALT *Reporter* — One of the most satisfying things in connection with the daily routine of publishing a newspaper is to go to press on time. How to do it, every day without fail, is something of a problem. Time being the essential element it follows that a time schedule should be the governing factor. My experience has shown me that the best way to get a newspaper out on time is to keep the deck—or the desk—clear as the day progresses, and to have certain hours at which certain things must be completed.

For instance, all proofs pulled in the morning should be read by noon. This gives the make-up a chance to close some of his pages shortly after one o'clock and send them down to the pressroom. Then, of course, there should be no unnecessary delay on the part of reporters in turning in their copy and the telegraph editor must see to it that the despatches are kept moving to the composing room. There is sometimes a disposition to hold despatches for decision as to what kind of a heading shall be written to suit the make-up of the front page, but in the interests of getting to press it is better to send them to the linotypes with a catchline, "head to come," than to allow them to pile up unset.

It is necessary to set a certain time at which all type shall be up and the editor in charge should watch the copy and "cut" it when it is apparent there is too much for the mechanical plant to handle.

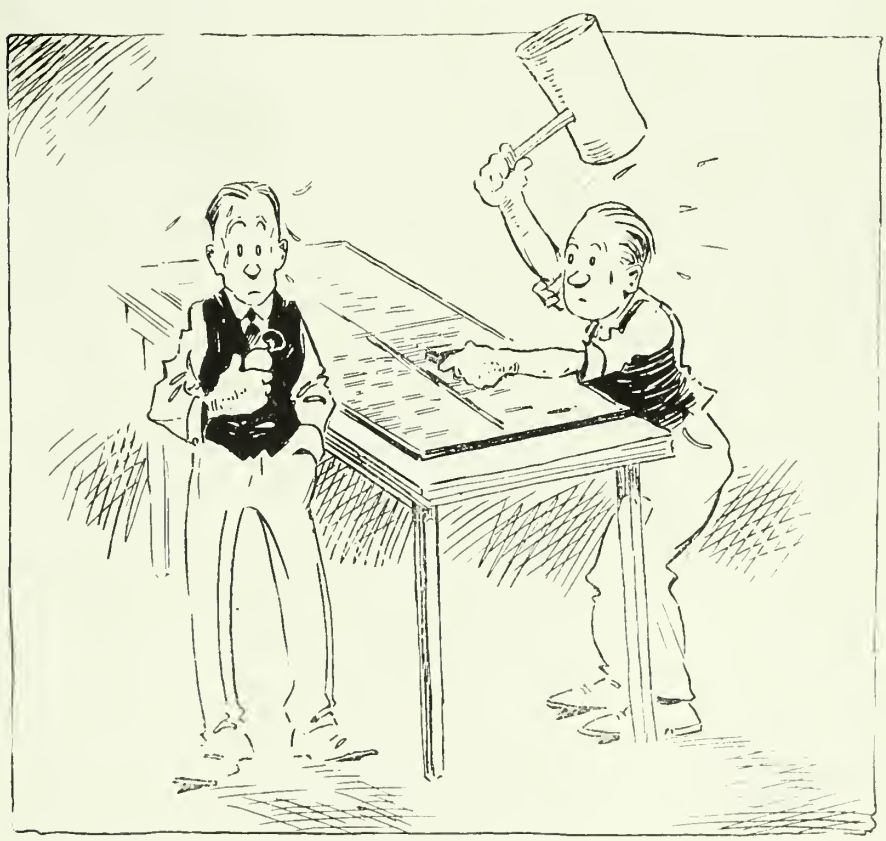
I have found that direct supervision of the composing room for an hour before going to press is one of the best means of assuring that the forms will get down on time.

But there is not only the matter coming in through the editorial office to be considered. Advertisements are constantly being received by the business office and sometimes they are accepted so near to press time that they are almost sure to ball up the schedule. It is a good rule to have all large display advertisements come in on the day prior to publication and there should be a time limit for the acceptance of condensed advertisements.

Time is inexorable and waits for no man. Therefore the editor who would have his newspaper to press on time cannot afford to do much waiting for anybody else.—Henry J. Foster, Editor.

The Thing Can be Done Every Day Now

BRANTFORD *Expositor* — Catching the mails each day is one of the very biggest problems the *Expositor* has to face since the papers for practically its whole out-of-town circulation have to be delivered at the local post office, the first at 3.10 and the last before 4.35. To stamp, wrap and deliver upwards of 2,000 papers between press time and the last mail hour constitutes an ever present and very vexatious problem. We tried a mail edition at 2 o'clock but found our subscribers



The make-up whacks down the last form while the editor stands figuring how the papers can be run, wrapped and to the post office or train in 6 minutes and 27 seconds.

did not like it as many of them thought they were being cheated out of the latest telegraph news and when the war started they protested. Consequently, we make press time at 3 p.m. sharp and the foreman of the news room has instructions to clear all his forms not later than 2.45 every day and this is done even if it is necessary to send a "phoney" page (generally a syndicate news page), to take the place of some page which is perhaps being held up for late news or late ads. We do not follow an absolute time schedule in regard to delivery of pages for the press room but work on the rule that half the pages regardless of the size of the paper must be cleared from the news room before 12.30 of each day. The foreman of the news room enters on his daily report the time each page is sent to the press room, and the foreman of the press room, in like manner, marks on his report the time each page is received. This avoids controversy when investigation is necessitated by the business office because of a late paper. This, however, very seldom ever happens. Our experience is that the general cause of late papers is late advertisements, not late news, and to overcome this we insist that all changes of advertising copy be received at this office by three o'clock of the afternoon preceding the day of the intended change. Should the changes on any afternoon be unusually heavy, the foreman has instructions to work sufficient overtime so that he will start the morning with a normal programme ahead of him. This is the key to the whole situation and if this plan is religiously followed a paper should have no trouble in catching mails. —W. B. Preston, Business Manager.

Advertisers Fail To See The Big Benefit

GUELPH *Mercury*—"Catching the mail" has come to be a by-word among most of the small city newspapers. It must be recognized, however, that there are many problems in connection with the matter that are not met with in the larger cities. In the first place the mail trains and the rural deliveries are not arranged for the convenience of the papers and little attempt is made to arrange matters otherwise. What is, perhaps, the most glaring evil, causing more trouble both to the newspaper and the subscriber, is the indifference of many of the advertisers to the fact that an early paper, delivered to the customers is a decided advantage to them. It gives the women of the home a greater opportunity to get a look through the advertising columns before the man of the house monopolizes the paper after supper for the balance of the evening, and enables them to prepare their shopping lists in leisure. As a matter of fact all advertising copy should be in the office of publication not later than 3 p.m. the day previous to get the best results. The paper, of course, wants to get all the news possible, particularly in these times of anxiety, and forms are frequently held for no other purpose. The making of schedules is impossible without the co-operation of all departments and it is for the general good that the paper be got out at the earliest moment consistent with the importance of the news of the day. The thing can be done and the advertisers educated to the changed conditions when it is gone about in the right way. That they are chiefly responsible for late deliveries has been a crying evil for generations.—W. Templeman, Editor.

Do Not Follow Any Hard and Fast Rule

STRATFORD *Beacon*—One of the ambitions about newspaper office is to catch the mails and thus escape the wrath of the rural subscriber. To this end every effort throughout the day is directed. Owing to the difficulty in maintaining staffs up to their pre-war strength there is no set rule as to the sending to press of the forms, this being largely governed by the existing conditions of the day, such as advertising copy, etc.

The policy of holding forms open with the possibility of a late story coming in has never appealed here and is not done except in special instances, where the story is known to be on the way, and of such importance as to warrant the delay. One instance that comes to mind was when President Wilson delivered his notable address breaking off relations with Germany. By holding open the forms we were able to give a comprehensive summary, exclusive, of this speech. However, the general rule is to hit the press as early as possible. In event of a good story coming in when the press is running, we have stopped the run and inserted it for the city edition. If it is not of sufficient importance we merely bulletin it.—W. E. Tobin, News Editor.

Strikes Flat Rate

The Smiths Falls *News* is sending out a new rate card with a circular letter announcement. The card states as follows regarding the rates:

Published Wednesdays. Circulation 2,000. Size of paper, etc.—Paper set in 8 pt; 7 cols. to page; columns 19¾ in. long; 13 ems wide; number of pages, 8-10 —ALL HOME PRINT. We cannot use mats.

Flat Rate

12c—Per Inch—12c

FOR ALL GENERAL ADVERTISING

Top or bottom of page and alongside reading matter. Measurement 12 lines to inch.

The above rate is based on plates being supplied free of cost and carriage. Add 5c per inch for home composition.

Reading notices, run of paper, 5 and 3 cents per line.

Reading notices, among local items, 10 and 5 cents per line.

SPECIAL ADVERTISING

Annual statements of banks and other financial institutions whether having ordinary contracts or not, 20c per inch.

Legal, municipal and government advertising 10 and 5 cents per line.

CONDENSED ADVERTISING

One cent per word, minimum charge 30 cents—and one half cent per word for each subsequent insertion.

Commission only to Recognized Advertising Agencies.

There's Pathos in This

As evidence that not all editor's shirts are full of holes, the Windsor *Review* makes this appeal: Will the newspaper fraternity of the four counties join the *Review* in a little brotherly love work—that of a small contribution to buy Editor Martin of Green Ridge a new shirt? Martin didn't have but one, and this he lost a few days ago when he went to visit a threshing outfit down on Flat Creek. The threshers were short of sacks for the grain, and Martin volunteered to loan them his shirt. The threshers took him at his word and stripped the calico from his back. A seam was run around the narrative, twine tied up the end of the sleeves, and the grain was poured in at the neck. Since then Martin has been wearing a Mother Hubbard, but every time a puff of wind comes he attempts a few airplane stunts, and there is grave danger that he will go into a tail spin and Green Ridge be short a good editor. Wha say, boys?

The Matter of Existence

SPEAKING of the newspaper amalgamation in St. Thomas the *Bowmanville Statesman* says:—

A bitter feeling exists and it is becoming yearly more apparent that the big city papers are trying by various means to crowd out of existence their country rivals. One of these ways is by using every possible influence to capture government advertising. The *Times-Journal* speaks with no uncertain sound on this when it says: "Rapid communication has favored metropolitan (city) newspapers, and would-be-metropolitan newspapers, in their aggressive designs, and encouraged them in their arrogance. They would throttle provincial dailies out of existence if they could. Against them, provincial journalism requires to gird its loins anew and take a fresh grip on the situation."

There can be no two ideas but that every community would be far better served by one strong, enterprising newspaper with a vigorous, impartial editorial policy that includes intelligent advocacy of local problems as well as general topics than by three or four small struggling papers with no policy, no opinions and no influence—simply retailers of local gossip. Readers who have access to a number of papers will readily understand what we mean. Every family is entitled to the very best newspapers published in the district and most intelligent families do read the larger and better papers. God pity the families of young people who are fed weekly on nothing stronger intellectually than gossip and other small talk. A thousand more amalgamations such as the St. Thomas one would be a great blessing to the people of this Dominion.

THE BUILDING UP OF A MUTUAL SERVICE

Read at Annual Meeting, Daily Section, C.P.A.

By E. DESBARATS

WHEN I was asked to prepare a chat for the daily paper section of the Press Association, I am free to admit that I was puzzled to know just what angle of the relations of advertising agencies towards publishers of daily papers it would be best to touch on.

It was only after considerable thought that I decided on trying to place before you what I consider to be the keynote of our relations, and that is the fact that we are useful and profitable to one another.

When all is said and done, you gentlemen are in business not to serve the public, but to earn an honest livelihood by serving the public—while we are in business in the same way, to earn an honest livelihood for ourselves, by selling your advertising space to our customers, under best possible conditions to both parties.

Now, the advertising agency, like most business institutions, is an evolution.

I can very well remember when there was not one single advertising agency in Canada. I remember well when my former employer and esteemed confrere, the late Mr. Anson McKim, the pioneer of the advertising agency business in Canada, had his office in the rear of Mr. Picken's, a financial broker, on St. James Street. There, without even a typewriter to help him, he started out on his career and publishers were very glad to get the modest orders which he sent out.

In those days such publications as the Toronto *Globe* and *Mail* employed special canvassers who called on important firms and manufacturers, more or less throughout the country, and secured orders for space.

As might be supposed copy service was not expected and was not given, and needless to state that a large part of the advertising was given more as a support to the political parties these journals represented than in the hope of increasing sales.

A business card run without change for the term of the contract—was the usual course.

Smaller publications who were barred, by the expense it involved, from this direct solicitation in foreign fields, had as their only general advertising customers the rather numerous proprietary articles, some meritorious, and others less so, whose owners found it necessary to cultivate their readers to dispose of their wares.

The orders were placed sometimes by travelling salesmen, sometimes by mail.

They were practically the only real general advertisers in those days, and many a publisher could equip new offices with the amounts written to bad debts, for advertising accounts owing by proprietary firms with high sounding names and without financial backing, and we regret to state that many an agency could do the same, my own agency not being free from those events, which must be prefaced by, "I regret to report."

PIONEERS IN THE BUSINESS

The agencies in Canada and the United States were growing, however, and in Great Britain also, and it was not long before soaps, teas, starches, baking powders were secured as customers, and were joined later by breakfast food specialties, dry goods, etc.

Now, gentlemen, the advent of those advertisers is not what made the agencies spring into existence. Rather was it the agency's success in developing first one, and then another line, which awakened competitors who were unwilling to let their rivals enjoy the benefits the advertising brought, and ignorant of necessity of the elements of advertising, they availed themselves of the services which the advertising agencies pressed upon them.

At that time we agencies were courted by every style of medium, for a share of our customers' appropriations.

Billposters strove for a portion, as did later vendors of space in street cars, theatre programmes and painted signs.

Each one offered the agency favorable terms, but we older agencies, rightly or wrongly, placed publications in the first line, and considered other media in Canada as secondary batteries, using them only as useful auxiliaries.

It is not out of place to note right here, that it was in these early days that the commission to be paid by the publishers for agencies' services was fixed, and 25% was considered a fair remuneration.

The work of the agency was to find the advertiser, be responsible for the account (though in those days, if an advertiser failed, or failed to pay, no publisher would have expected the agency to remit), and of course look after copy.

NO COSTLY PREPARATION

But copy then was not the problem it has since become, and involved practically no expense to the agency which did not require to maintain copy men, as but few changes of matter were thought necessary, and the costly preparatory and speculative work which is now considered a matter of course was then entirely unknown.

Agencies to-day are doing infinitely more work for publishers than they did then—for all preparatory and speculative work is for the publishers and not for the advertiser—and yet the agency commission has not increased in proportion to increasing costs.

As a matter of fact the advertising agency is called upon to do more for its very modest remuneration than almost any other business or professional men, whose services can be in any way compared with theirs. For instance, consider our work beside that of the fire insurance agents, whose efforts don't go beyond getting business. They receive a commission averaging about the same as ours, but they are able to do business with a card index as their sole office appliance.

Publishers, however, realize very well that the wonderful development of the general advertising has been made possible to them by the agency system, which alone can, practically, interest new blood in advertising.

They are pretty well agreed I think that the present, so to speak, co-operative system, is by far the most economical way for them to secure this class of business.

Their special representatives could never cover the field which is scoured by the agencies at as low a cost as the commission granted the agencies who, moreover, assume the very great initial speculative expense incidental to developing business and collect commissions only on business actually secured, besides guaranteeing payment of all accounts. And it may not be out of place to draw your attention to another point.

COSTS TO GET BUSINESS

It is not always realized by publishers when from a first payment on a new account the commission is deducted by the agency it has probably expended to secure the business more than the commission plus the entire amount remitted on the month's advertising—which as a matter of fact the chances are would not yet at that time have been collected by the agency itself.

And the publisher will not have had to take a single step outside his office, nor spend a single cent to secure the business. But these are facts you all are thoroughly familiar with.

It is the tacit recognition of this condition which is the whole basis of our mutual relations and assured as we are that our business is useful to you, assured as we are that it is profitable to you, we are, therefore, assured that you are interested in having the agency business further developed so as to enable it to increase its usefulness for you.

Can this be done? And how?

The first question which naturally bobs up is the question of commission. It is as important to the publisher as to the agency, that the latter should have, not a meagre pittance, but a good living wage, because our missionaries are to bring back the advertising contracts from far off fields, and these men's salaries and expenses and the overhead expenses ofthe organization must be paid and unless there is substantial rewards ahead of them this work cannot be properly done; and it is absolutely vital to you, gentlemen, that it should be done, well done, and pressed with greatest vigor, for every additional order, every piece of new business means almost net profit to the publishers, who can handle the plate matter, which agencies as a rule send out, at so little extra cost, that it almost can be considered as net profit.

That the publishers realize fully the value of the service of the agency is being shown in a practical manner just now, by some managers, who are revising commission arrangements in a manner satisfactory to the agencies and are trying to recognize more especially the value to them of the agencies working to develop Canadian business.

Canadian agencies have suffered much and are yet suffering a great deal from the close neighborhood of the United States.

There, owing to the very large amount of individual appropriations and the very high rates paid to important publications, single contracts to metropolitan dailies or monthlies, often exceeding what would be considered very large national campaigns in Canada, agencies have found it possible to conduct operations successfully on a smaller rate of commission than can be done in Canada. (The recent enquiry on the flour milling business in Canada gives a very good illustration of this.)

Publishers in Canada finding American agencies quite willing to accept a lower rate of commission have in many cases brought down their rate to Canadian agencies as well.

IN A DIFFERENT FIELD

In the case of American advertising in Canada this is, as a rule, a simple overflow of the American appropriation, and the agencies placing it are in a vastly different position from a Canadian agency, which for an appropriation one-tenth the size of the American must spend practically the same amount in promotion, travelling and copy work, the expense per paper of conducting the campaign being approximately the same, while the commission per paper is infinitely smaller.

The Canadian agency which seeks business for Canadian publishers in the United States has much more interest to increase its volume and can, and does, distribute the appropriation with better understanding of the situation than its American confrere. Hampered by a less intimate acquaintance with the field this latter usually prefers to ignore all but those publications most in the forefront, and misses many opportunities of increasing the client's business and the Canadian publishers' revenue.

Some publishers feel this keenly and have been anxious to do justice to us, and this is a point which I think is one of the most important ones, if Canadian agencies are to be placed in a position to keep up the expensive promotion work, which alone will produce an increasing crop of advertisers.

It is a poor business concern which allows its home office to sap the work of its field force by giving preferential treatment to customers who deal direct with head or home office. And it is equally important to the agency canvasser to feel that the quotation he makes for space will not be undercut, that privileges as to position which he cannot give cannot be had either from the young man who attends locally to buyers of space.

And these conditions, I am happy to say, the agency man in most cases feels he can rely on. You back up the agencies as a general rule very well in this respect.

Almost all publishers treat the agencies well and very few show a disposition to profit unfairly by their work and rely on what other publications pay them to enable the agencies to continue their work.

FOR THE SMALL ADVERTISERS

There is another point which is, I am afraid, almost a hobby with me, and that is the question of a fair rate for a new and presumably, therefore, for a small advertiser.

No agency is anxious to cut rates, and the days of bargaining on every single contract issued, which was the case some few years ago, no longer exists, but publishers are competing for business, to-day, with all manner of media, from posters to calendars, and house organs and form letters, and price is important because returns on expenditure must compare favorably with these other systems.

Perhaps the most important customer for the agency and for the publisher is the new advertiser, and many rate cards are designed to stop his first steps, unless these rates are meant for ornament.

I have had occasion to look over some rates just a few days ago, and when one sees scales as follows and they are not unusual—one must suppose that small advertisers are not wanted, or that casual insertions are more profitable than frequent and sustained ones, or else that large advertisers are making profits which would make the Standard Oil Co. turn green with envy.

The rates I will read are first for 1,000 lines, then 5,000, then 10,000, and all for plate.

42	28	21
40	18	..
28	10½	9
27	15	13
$1.82	$1.54	.84

Now 13c an inch between 1,000 and 5,000 lines is a hard one to bridge and a keyed ad. which would give good profit at 21c would almost surely show up very poorly at 42c, while the last paper mentioned would have to do twice as well on its 5,000 line rate as on that for 10,000 lines.

Now important publications realize this and at least on general business give best rates on almost minimum spaces.

I am tempted also to believe that many publishers if approached direct would chance the completion of a contract and grant the lower rate to get a new advertiser started. Frankly if I were a publisher I might be tempted to do the same.

I believe this is one point which might well carefully be looked into by publishers, even where higher rates on small spaces were maintained for special reasons, for local business, they might well be dropped for general business.

FLAT RATE IN WEST

Both west of Lake Superior and east of Quebec the flat rate is almost universal with the more important publications, so far at least as general advertising goes and it certainly has much to recommend it—not the least being that the advertiser who wants to make a trial campaign is not forced to either unbalance his campaign by using larger contracts in a few publications, so as to obtain an equitable rate, or else to see his results weighed down by penalized rates which make satisfactory returns almost impossible.

I believe that it would pay publishers both individually and as a body to take up the question of equalization of rates on large and small contracts for general advertising.

Gentlemen, in the name of the Canadian Association of Advertising Agencies, I want to thank you for the opportunity you have given us of meeting you here to-day for a friendly discusion of our mutual problems.

Working as we are towards the same end there is every reason why our relations should be of the most cordial nature, and we are happy to state that there is an ever increasng tendency towards a better mutual understanding.

Meetings like this one should help towards this and result in closer co-operation between us, and as a consequence possibly in an improvement both in the volume and in the quality of the advertising we can hand you.

The Printers' Union

Marsden Scott, president of the I. T. U., in a booklet, reviewing the war record of the I. T. U., brings out some interesting facts.

Aside from its peace contribution to the cause of war, the I.T.U. had sent 4,081 journeymen members and 656 apprentices to the war up to June 15 last. Of this number 75 had fallen in battle or died in war service elsewhere. To the widows and orphans, mothers and fathers or other relatives of these men, the International Union has paid out no less a sum in mortuary benefits than $22,350.

The large place occupied by printers as a class is emphasized by the statement that the gross earnings of the 62,000 members of the union amounted to not less than $71,000,000 for the past twelve months. It is not surprising, therefore, to learn that the I.T.U. has subscribed $30,000 to the three Liberty Loans and that individual members have taken more than $3,000,000 of the various war issues. Compared with these fine figures the strike expenditures for the year, $1,237, looking leasingly small.

Ban Socialist Paper

The Chief Censor has prohibited entry into Canada to the "*Industrialist*," a newspaper printed in the Finnish language at Duluth, and published by the Workers' Socialist Publishing Company.

Fired the Weather Man

Official correspondence made public disclosed that Cleveland Abbe, jun., editor of the *Monthly Weather Review*, recently dropped from the Government service, was dismissed because of "his well-known sympathies for the Imperial German Government." Mr. Abbe, son and namesake of the man who devised the present system of daily weather reports, and one of the best-known meteorologists in the world, was educated in Germany and married a German girl. He has "indignantly denied" the charges against him, and has asked a hearing for the purpose of replying to them specifically.

Buffalo Paper Sold

The entire capital stock of the James D. Warrens Sons Company, publishers of *The Buffalo Commercial*, was sold to Charles A. Finnegan, a Buffalo financier. Mr. Finnegan said that the publication of the paper would be continued with the policy unchanged. *The Commercial* was established in 1811.

Bible in the Sanctum

Last week *The World* bemoaned the fact that the office bible had fallen into such a state of repair through the constant usage of former editors that the present one was unable to quote certain passages needed in an article. Immediately on noting our flag of distress in this matter, Dr. Brewster called us up and donated his own volume of the sacred law for the editor's use.—*Beeton World.*

One of the Old Papers

Brampton *Conservator*:—Mr. George Rutledge brought to *The Conservator* office yesterday a copy of the paper 38 years old, dated July 30th. The leading editorial is an apology for the appearance of the paper, the junior typo and his mate having "pied" six columns of reading matter. Britain was at war 38 years ago and an article stated that Gen. Burrows' 2,000 to 3,000 troops had been annihilated before Kandahar, the news being received by the British House of Commons with gloomy forebodings. To-day's paper tells of Lloyd-George never so confident in the outcome of the war, with the whole of the British empire involved. The *Halifax Herald* was quoted as saying that, notwithstanding the depressed and disabled condition of coal mines consequent on the five terrible years of the Mackenzie-Cartwright famine, and notwithstanding the abnormally low price of American coal, the coal sale in the upper provinces had been increased by 40,000 tons. This success was attributed to the National Policy. The farmers were having showery weather as a setback to the harvest in 1880, for the Caledon East correspondent reported large quantities of grain unhoused on account of the wet. A lengthy editorial reviews the Irish famine, fortunately just at an end. Attention is called to the fact that subscriptions had poured in from every part of the world, even from Australia and New Zealand, on behalf of the sufferers. The editorial concludes by saying, "Let the surplus population for which there is neither food nor work at home, come to Canada, where they will obtain both. We have room and to spare in the Northwest for many times the population of Ireland!"

Measure harmony comes from the use of measures having some common unit of division; or again in the cutting of large measures in such way that they will keep their proper place in the composition.

AGENCIES AND TRADE AND CLASS PAPERS

Paper Read at Annual Meeting C.P.A.

By W. B. SOMERSET

I THNK this is the first time in the history of the Canadian Press Association that the Advertising Agencies have been represented at a Convention Meeting. To-day we have been invited to meet the three different sections of the Press Association—Daily Paper Section, Weekly Section, and Trade and Class Section—and to me has fallen the pleasure of addressing the members of the Trade and Class Section.

It has been somewhat difficult to determine just what I can say in the limited time at our disposal, what you would like to hear from us, and what we would like to tell you. That we are here at all, however, I take it as evidence of a desire on your part for closer relations, better understanding perhaps of the work we do for you as your National Solicitors, better understanding on our part, of your problems, and what you expect of us. Let us hope that the outcome will be some measure of better understanding and closer co-operation in our mutual interest of developing and fostering advertising.

It seems to me that most progress can be made by reading you this paper, setting forth, as it does, the work that we feel we do for the publications of this country, and our views on what could be gained through closer co-operative effort. After I have finished we hope there will be discussion between your members and the representatives of the agencies, and some clearing up of misunderstandings, if any exist, and some smoothing out of difficulties.

In taking the ground that the Advertising Agencies are your National Solicitors I do not think that I am raising any controversial issue. Any view that any properly constituted Advertising Agency is other than this, cannot, in my opinion, stand serious examination. It is true that we perform many valuable services for the advertisers whose accounts we secure for you, but none of these—preparation of copy—recommendations as to plan of campaign—selection of mediums—checking—accounting—business counsel—can be classed as anything but good salesmanship on our part as your solicitors, in our efforts to initiate and increase business.

While we are agents for all publications we hold that we are not the agents of any particular paper or class of publication. Addressing the Trade and Class Section I am aware that some of you may feel that we do not devote as much of our time and energy to developing business for the papers or class of papers you represent. It may be some satisfaction to you to know that your publication is not lonely in this belief. In our experience, and I am sure in the experience of all other agencies represented here to-day, we have yet to meet a publication which felt altogether satisfied that we were doing all that we should in its interests, or that we properly appreciated its importance as an advertising medium. We have even met publications which felt that an advertiser's entire appropriation was not sufficient to properly represent him in their paper.

THE POSITION OF SOME PAPERS

I am also aware that some small number of your members among the trade publications feel that we cannot be of any assistance to them and express their desire of not having us solicit business for them to the point of refusing to pay commissions altogether. To these publications I would merely say that in my opinion there is only one reason on earth why they should pay agency commissions, always provided, of course, that they have a publication that will stand examination as to its circulation and can justify itself as a fair business investment to an advertiser, and that is that it would pay them to do so.

I do not see that any publications can have any quarrel with the advertising agencies if after being told that their services are not required they fail to send in business. Certainly no publication can expect an advertiser to pay the agency for persuading him to advertise in that publication, and for the publisher to expect the agency to place business without any remuneration whatever is an effort to get the benefit of the national advertising development work done by the agencies without being willing to pay one's fair share of the cost.

I question if an agency has a right to spend any portion of the commissions allowed it by other publications for the purpose of securing and sending out contracts, sending out orders, checking, guaranteeing and paying accounts for a publication that refuses to pay for this work itself.

I would like to repeat before leaving this subject that I believe it would pay such publications to recognize agencies and to pay agency commissions. I also believe that some of them do not do so now only because of misunderstanding of the situation—some, of course, may have other reasons. Some, by the way, and Canadian publications at that, refuse commissions to Canadian agencies while allowing commissions to United States agencies, and yet these publications believe in building up Canadian national life and institutions even to the point of wishing to exclude United States publications from Canada altogether.

The functions of an advertising agency are not always fully understood. Our work as we understand it is to develop and build up national advertising in the press. By the press we mean all regularly published periodicals, dailies, weeklies, magazines, farm papers, religious papers, trade papers, as superior to all other classes of advertising, such as billboards, street cars, painted signs, direct advertising, etc.

THE BEST ADVERTISING

We believe in our work—we do not mean to say that we do not think billboards, street cars, booklets, etc., have any value, but we do believe that press advertising is by far the best and cheapest method of reaching the public—and until all that can be spent to advantage in the press of this country is available, we do not think that the other supplementary forms of advertising should be considered.

Our task in soliciting business is more complicated than that of the individual publications. The individual paper is only concerned with securing business for itself. "Let the buyer beware" is still the motto to a large extent and quite properly so as far as newspapers are concerned, in the world of competition in which we live. I do not think that the individual newspaper soliciting business can be expected to think of other publications, neither is it expected by the advertiser to be responsible to any degree for the advertiser's decision to use the paper. As long as the individual publisher tells the truth and plays the game fairly the harder he tries to get business for his paper, the better he is thought of, and as far as we are concerned, more power to his elbow.

The advertising agency, on the other hand, is the national solicitor of all publications. He is commissioned by them as a whole, not only to develop business for them but to protect their interests. Too often in the past has the irresponsible agency lost the publisher many thousands, if not hundreds of thousands of dollars, by foolish or ill-advised recommendations, through which a potentially large and steady advertiser has been permanently lost to the publications of this country.

The result of the advertising agency's work is far reaching and he should be held responsible by the publications of this country for the results of his work with an advertiser, even as fully as his work is judged by the advertiser in the results he gets from his expenditure.

MUST GET RESULTS

To do their full duty to the papers the agency must get results for the advertiser, for what does it profit an agency or publisher to get an advertiser started only to lose him again. An agency can only be successfully conducted through building up a list of well satisfied advertisers who remain permanently in the papers and increase their expenditures year after year. The agencies who are equipped and able to do this constructive class of work should be helped and encouraged and the other sort of agencies should be required to live up to these standards.

So important do I regard the necessity for building up this class of permanent national advertising from the publishers' standpoint that I would be almost prepared to advocate a higher rate of commission on renewal business, certainly on renewals that show increases in expenditure. The satisfied national advertiser is one of the best assets the papers can have. He sticks by the press through thick and thin. He can be relied upon for that backbone revenue so comforting to every publisher in times of stress and crisis.

The work of an agency is long range in character. It takes months and even years of patient hard work to develop a new account. You may think that any fairly clever solicitor employed by an agency can be expected to earn his salary from the start. As a matter of fact our experience has been that it takes six months to determine if a new man is going to be able to produce business at all, and it is nearly always a year if not more often two years before a good man's work can be determined to be profitable. Not only that but his work can only be profitable when backed by the efforts of the whole agency organization.

A national advertiser cannot be made in a day nor in a month and it often takes years to bring him to the point where he first appears in the papers. This year, for instance, a number of new advertisers have come into the field, on whom some agency has been working two, three or four years. Every well qualified agency spends many thousands of dollars every year in listing, investigating and doing development work on firms they consider to be potential advertisers. The whole of Canada's industrial and commercial life is constantly being combed for prospects, and the work is carried on further afield in the United States and in Great Britain. This is the unseen and, therefore, often unappreciated work of the agencies to which your commissions contribute.

DEVELOPING THE ADVERTISER

And yet this is only the start. When the advertiser becomes interested the agency has to study his business and advertising possibilities from the inside. A plan must be evolved that is going to prove successful. Perhaps the plan involves a complete change of business methods the evolution of a trade mark. More often it includes changing the whole attitude of the firm or the many members of it, so as to get them to regard advertising as a selling force instead of an expense, an investment instead of an extravagance.

When the plans are at last decided upon,

the contracts have to be placed, the copy prepared, and the instructions have to be sent out regularly to the papers. Insertions are checked and records carefully kept through the year, so that the publication and the advertiser both may be satisfied. One important feature is that the agencies guarantee all accounts. That is, the paper is paid whether the advertiser pays us or not, and this is a very considerable item.

No part of the publisher's commission goes towards paying for the preparation of the advertisements in a campaign. The advertiser pays the agency for this himself. All sketches, etchings, electros and plates are paid for by the advertiser. He does not pay perhaps for the ideas we develop to induce him to advertise, but he does pay for everything aside from this in addition to what is paid the papers. That point is important and I would like to drive it home. The service the agency gives the advertiser—art work, etchings, plates, literature, trade investigations—is paid for by the advertiser. No portion of it comes out of the commissions paid by the papers. The commission pays the agency's operating expense, and a very large portion of it goes to the development of new business and the enlargement of current advertising.

OPERATE ON SMALL MARGIN

It should not be forgotten that the margin we operate on is very small. Our gross profit is our commission, and out of this has to be paid all expenses of overhead and cost of operation. It one turns to commercial life I do not know of any line of business that operates on so small a margin of gross profit. In agency business the only close parallel seems to be the fire insurance agent or broker, who, however, get about the same commissions for producing or renewing the business and his work ends on the placing of contracts, no orders to send, checking to carry out, nor responsibility for collection of account.

The possibilities for future growth of business seem almost unlimited. There is a vast field of undeveloped advertiser which might be compared to Canada's natural resources in extent and character. Even the present national advertisers afford enormous opportunity for development. Our experience has been that practically no national advertiser even at the present time spends enough money to use all the publications he should use, or to the extent he should.

It is in this latter field that the greatest opportunity lies as far as the papers are concerned for co-operation with the agencies.

National advertisers already successfully using the press of this country should be, one would think, the easiest to persuade to increase their appropriations to include mediums they should use and expand their advertising space.

Yet it is just at this point the agencies are having their hardest fight, and in their fight are practically unsupported by the papers whose interests are most at stake.

Established national advertisers are the shining mark for all other kinds of advertising solicitation. "You are spending enough in the papers" is their cry. You should use billboards, street cars, painted signs, direct advertising -as the case may be—and the advertiser is inclined to listen, for these other advertising propagandists are well organized. They too have their national solicitors whom they support in ways undreamed of by the publications. They refuse for one thing to accept national business, save through a properly equipped national solicitor, and their association carries on a constant supporting propaganda, directed not only at the advertiser, but to the wholesaler, his traveller and the retailer in every line in favor of their particular form of advertising.

WERE NOT KEEN TO START

Not much wonder the advertiser is influenced when he is urged by his trade and his travellers to add billboards, for instance, to his campaign, especially if there is no counteractive campaign to place the other side of the story before him. It would almost seem that the press of this country was indifferent to the situation. From the attitude of some papers one might gather the impression that advertisers were anxious to get into the papers and that the agencies were simply stepping in between you and such advertisers to your detriment. Gentlemen, I tell you these national advertisers were not anxious to advertise when the agencies developed them. It took courage on their part and mighty hard work on the part of your national solicitors to get them to venture their money. Every one of your own advertising solicitors will tell you how hard it is to convert a man to advertising, and that most advertisers can only judge their results in a broad and most general way. Moreover, the advertiser is constantly falling from grace and has to be converted over and over again, and even when finally convinced, it is the hardest sort of hard work to get him to increase his appropriation to include larger spaces and more mediums and stay with press publicity rather than dissipate his efforts in all other kinds of supplementary advertising before what should be his main effort is really adequately provided for.

Moreover, these other methods are not content with efforts to get a part of each national advertiser's appropriation. You have all no doubt seen their literature and method of canvas, the so-called deadly parallel between newspapers and these other forms of advertising.

What you can do to co-operate with the agencies should, I think, be fairly clear. First, appreciate us as your national solicitors. Appreciate the work we can do for you and take full advantage of it. Pay us reasonable commissions and work with us. You will find us disposed to meet you more than half way.

Secondly, devise some method of meeting and overcoming the propaganda of the other kinds of advertising, at least so that the true facts will not be obscured in the advertiser's mind.

More Dailies Merge

THE growing tendency towards newspaper consolidation was recently evidenced again in the merging of the York (Pa.) *Daily* with the *Dispatch*. The *Daily* has suspended publication and the merged papers will be published as the *Dispatch*. The city of York has a population of 49,430.

Architects Will Advertise

Vancouver World:—The American Institute of Architects very sensibly has decided that it is no longer "unethical" as the phrase is, for its members to advertise. In future the United States architect will be free to tell the public his abilities and his achievements directly through the press.

It is obvious that the same reasoning that has been urged in *The World* in the case of the dentists of British Columbia also applies to architects as professional men. The contractor for a building puts his name conspicuously on it; the firm who supplies the glass and ironwork likewise. Why not, therefore, the man who does more than either, the man whose brain-child the building is?

Besides, the architect has no objection to have his name cut inconspicuously on a stone of some great structure. This is really an advertisement. But, as a contemporary remarks, while his name may last longer on the stone more people will see it in the newspapers.

The truth is that there is a lot of nonsense talked about advertising by professional men. It is not that they really object to advertising for they are always willing to endure it in forms well known to those who create the news columns of the daily journals. What they object to is putting the thing on a purely business basis and paying for it.

Where Money Was Lost

"THAT the German Government spent $30,000,000 to $50,000,000 for propaganda in this country, and got nothing for it," was a declaration by George Sylvester Viereck, alleged pro-German publicist, in testimony given at the inquiry here into Teuton activities in the United States. As a witness in the investigation being conducted by the Attorney-General's office at the request of the Department of Justice, Viereck declared that, if a string of influential newspapers had been bought with German money, "we could have arranged that America would never have entered the war." He asserted that he had favored acquisition and conduct of a group of papers, "along legitimate lines," to present the German side of the war to American readers.

Fire at Preston

PRESTON suffered what is estimated as a $30,000 blaze. At one time the entire Nispel block was threatened and the Galt fire department was called on and assisted the Preston staff. The Preston *Progress* plant and the Leverson Electric store suffered. Smoke and water did considerable damage.

An Old Newspaper

WINGHAM *Times*:—In making repairs on Mr. John J. Brooks' house on Victoria street, Mr. W. H. Rintoul on Monday found a copy of the Toronto Daily Mail, dated June 4th, 1874. The paper is of four pages and the annual subscription price was $6. A despatch from Ottawa shows the Dominion revenue for May, 1874, to have been $1,683,541.04 and the expenditure, $1,947,440.02. The Toronto markets of that date showed fall wheat selling at $1.27 to $1.30 per bushel; spring wheat, $1.20 to $1.21; oats, 52c to 53c; barley, 75c; peas 70c to 72c; hay $18 to $24 per ton.

Selling New York *Post*

NEW YORK:—Oswald Garrison Villard, president and chief owner of the *Evening Post*, authorized the following statement: "The current reports that the ownership of the *Evening Post* may be changed are correct. I have given an option to Rollo Ogden, the editor, and to other editorial and business associates with whom I have been in such close co-operation for 21 years. As the option has not yet been accepted it is impossible to give further details at the present time."

For a page on which the text is in old style a letter of modern cut is wholly inappropriate.

ARE YOU A DEAD OR DYING PUBLISHER?

Read What Country Shoe Dealer Says.

IN the current issue of the *Shoe and Leather Journal* the following letter appears signed by "Country Shoe Dealer":—

I was very much amused and somewhat scandalized at some of the remarks in the July 1st issue of the *Shoe and Leather Journal* on the subject, "Are Retail Merchants Poor Advertisers?" in which the opinions of country newspaper editors and proprietors were freely quoted. As one of the "country merchants" concerned, I would like to offer a little evidence "in rebuttal" as the lawyers say, and as the newspaper men have been very frank in voicing their views, I hope I may be permitted to use the same candidness in expressing my views. As no names have been mentioned so far, I trust the withholding of mine may not detract from the forcefulness of the points I may argue.

It may be quite true that the country retailer is not as enthusiastic a believer in "printers' ink" as he should be, but is that altogether the result of ignorance, prejudice or meanness on his part? One has only to look at some of the sheets printed in the average country town or village, to realize that there is little in appearance, not to speak of the character of the paper or its management, to encourage a dealer to invest his money in publicity. We have three publications in our town and none of them is in a position to give the average retailer either the circulation or service he needs and thus afford him proper value for his money. Two of them depend upon politics for their support and the third, which professes to be "independent" and which really has an advantage in appearance and seeming vitality, does not appear to be able to get the necessary circulation.

But it is not to the question of matter or circulation that I wish to refer at this time. My reason for discussing the subject at all is the quaint remark made by one of your newspaper correspondents in which he says: "I look upon the (shoe) trade from an advertising standpoint as a dead one and have even proposed to myself to go out and get other city shoe ads. but have not done so, as it is in direct contradiction to the usual policy of my paper."

Here is a supposedly intelligent newspaper man who proclaims the fact that it is contrary to the "policy" of his paper to go out and induce shoe merchants to advertise. This is the crux of the situation. These editors and newspaper proprietors want to sit in their arm chairs and wait for "copy" to be brought into their establishments. Just like any other two-by-four establishment that is wailing about the departure of trade from the small town, they are unwilling to make a decent effort to retain it.

Service is the keynote of business today and here is a newspaper man who in all candidness and sincerity admits that he is not willing to put a little brains, a five minutes' walk and a half hour's talk into the effort to keep business moving for the town and himself. It is, unfortunately, the attitude of nine out of ten of these country newspaper men, many of whom would be accomplishing more these days for themselves and the country if they shut up their shops and went out on the farms to help get in the crops.

The average shoe merchant has had little or no literary training, and the writing of advertisements is a bugbear of such serious proportions as to lead him to taboo the subject. True, he has the trade paper, but nevertheless, to write good advertisements regularly calls for an effort for which the minds as well as the fingers of many dealers are little adapted. When a merchant sells goods these days he must be prepared to show the customer the why and wherefore. He has to know his goods and be able to put the proposition in an attractive and forcible way. Why should a newspaper expect a man to walk into his place, buy space at so much a line and supply all the brains in the using of the space? Service is as much a part of the bargain as space, and the least the man making the money out of the transaction can do is to afford the buyer the best possible value for his money. The newspaper that lets a retail merchant's ad run without change from Christmas to Easter may not be a swindler, but he runs pretty near the margin of taking money under false pretences. He at least stands convicted these days of letting his paper fall seriously behind the times, for an out of date advertisement is as effective a comment on newspaper enterprise as a news item six months old.

I think three-fourths of the blame for retail merchants in rural districts neglecting advertising lies at the door of the local newspaper. If the proprietor could back his paper and its circulation with good suggestive material in the way of copy, he could close up enough business to take the shoe dealers of his town out of the "dead" class.

For my own part, I may say we have made a success of our business and built up a patronage that does not depend upon the local paper as far as advertising service is concerned. We have the goods and let the people know it by advertising, circulars, letters, catalogues and above all by mouth to mouth spreading of the idea that we are up-to-date and our prices are right. We do a business easily three times that of any other store in the line in town. If we had been as "dead" as some of the newspapers we see around the country, we would have had moss on our tombs long ago.

Yours,

COUNTRY SHOE DEALER.

Return Privileges

Interpretation of the U. S. War Industries Board's order regulating the sale of newspapers published gives greater latitude to publishers than was at first believed. Copies of newspapers, for instance, may be returned to publishers by agents, provided they have not been disposed of to retailers. Newsboys and other retailers may return copies provided transportation has been too slow for use of the papers. Copies may be sent free to libraries, press associations and correspondents.

A Long Dreary Week

Wingham Advance:—We never realized how much *The Advance* was appreciated until we were compelled to withhold publication of last week's issue owing to the lack of power to run our large press which was recently installed. We are told by the subscribers that it was the first week that *The Advance* did not appear for seven years. We wish to apologize to our readers for our omission last week and to assure them that it will be the last holiday *The Advance* will have for another long period, if we are able to secure paper and keep our paper bills paid up.

A Remarkable Chap

Cranbrook (B.C.) *Herald*:—Mr. Alfred Parker, who has been on the staff of the *Herald* for three years, left for Medicine Hat on Saturday to join the *News* staff of that city. Alf is a bright young man and we hope to see him come to the front in the profession of the preservative of arts. He was well liked among the boys and judging by the bevy of girls who were on the station platform to see him off and the vigor with which they waved their "hankies" as the train pulled out, he was no cub, but a perfect lion among the girls as well. With him went the last relics of Cranbrook's defunct brass band. He must have been some musician as he carried away the bass drum, the trap drum, the clarionet and two or three other brass horns—he will sure be the big noise in Medicine Hat.

Hang the Machinist

Durham Chronicle:—It is no trouble find reasons for being late with the paper during periods of shorthandedness. This week we had to take Tuesday to install an electric heating pot on our linotype. We expected the machinist last week-end from Toronto but instead he landed here Monday night and there was no way out of it but to give him the next day.

GETTING $1.50 NOT A HARD OPERATION

Predictions of Calamity Did Not Come True.

WHEN you talk of the $1.50 rate to weekly publishers now they don't look surprised because the most of them are in that class. However, there are a few who still cling to the $1 a year. They were charging $1 a year when men were making $1 a day, and now that wages are from $4 to $10 a day they are still at the old $1 price.

Mr. G. H. Mitchell, of the Hanover *Post*, gives the following interesting experience:—

Editor PRINTER AND PUBLISHER,

Dear Sir—When I remarked to my wife while at dinner that you had asked me for my experience in introducing the $1.50 weekly she said: "Oh, I could write an article on that myself. You pranced around the house, said Hanover was a factory town and wages low, the farmers were niggardly, there was a big war on and everything was going to the bow-wows; the Toronto dailies were selling at $2.50 here, that people would do without papers when it kept them busy to buy food, and that it was a poor time to raise the price of a weekly paper."

I tell this little personal incident to show that I was afraid of the $1.50 paper at the start. That was two years ago. At $1.00 a year we had 1,800 subscribers and I considered it was better business to have a good circulation and get the advertising than it was to have a reduced list with a consequent falling off in advertising patronage. Some of the Bruce County publishers had adopted the $1.50 price a few months before and claimed that the going was good, and so I decided to take the plunge I handled the subscribers who came into the office to renew after the price had been advanced with gloves on and then some. I had a box of cheap cigars under the counter within reach, and I was scared stiff when three or four subscribers would come in at once and line up with the remark: "Well, what are you going to charge us for the paper this year?" If the first fellow bolted it was all up.

But somehow the fireworks didn't go off. True, a few dropped off, mostly with the reason "they'd be d—— if they would pay $1.50 for a weekly of from 8 to 12 pages when they could get a 24-page paper every day for $2.50." I argued at first and then took the position "Oh, what's the use?" The storm blew over quickly and in a few months there was plain sailing. Our circulation is larger to-day than it was when we charged a dollar, and we have lost some subscribers through unavoidable war conditions. Shortly after raising the rate I changed from an 8 col. ready print to a six col. home print, and I also had to combat the charge that I had reduced the size of the paper and increased the price—which was going some.

But while the $1.50 paper was something of an experiment two years ago, it has got past that stage now. To-day it is an absolute necessity in the average town with labor prices advancing and everything entering into the production of a paper soaring. I can't figure how a paper can be produced under normal conditions—that is unless some publishers are enjoying exceptional conditions and giving away their good luck—and carry the equipment and features that are looked for in an ordinary good country weekly and pay the shot at $1.00 a year. In fact I was somewhat surprised at your request for my experience as I thought that the war and high prices had driven all practically into the $1.50 scale.

So far as the $2.00 weekly is concerned it is my opinion that the time is not yet. Semi-weeklies should and could get $2.00, but in the average district, in Ontario at least, I don't believe it would go.

Yours truly,
G. H. MITCHELL,
Publisher Hanover *Post*.

Should Raise The Price at Same Time

EDITOR OF PRINTER AND PUBLISHER.

Sir, Replying to your letter of the 26th instant, I beg to say that it affords me great pleasure to express my opinion as regards the increase of subscription fees of the $1.50 or $2.00 newspapers.

Such increase, in my estimation, becomes absolutely necessary on account of the high cost of paper, labor and printing material.

But I must state it is more difficult in Quebec than in Ontario to increase the subscription fees of the weekly papers because they never were increased before and furthermore, the large daily papers, except "*Le Devoir*," have maintained the old rate. Consequently, it is very prejudicial to the campaign started by the Canadian Press Association.

It is a well-known fact that a large number of readers pay no more interest to one paper than to another. The result is that if one newspaper increases its subscription fees, it will have a diminution of 25% to 35% in its circulation. The readers who will pay a higher fee are very scarce, comparatively, and it is only for them a matter of pure sympathy or encouragement.

The daily papers having the advantage of offering fresh news to the public at large, the weeklies must take another course to interest the same public, and become a publication of study and high discussion, otherwise it will not be read.

The only rational way would be, in my mind, to increase the fees of both large and small publications simultaneously.

Trusting these few personal remarks will be of some assistance, I beg to remain,

Yours truly,
J. OSCAR SEGUIN.
Waterloo (Que.) *Journal*.

The List Stays at The Higher Price

EDITOR PRINTER AND PUBLISHER.

I don't know that there has been anything particularly inspiring to others in connection with our experience with the $1.50 subscription rate.

We went into it early, while our neighbors were still debating as to whether it could be successfully done. After more than two years we find our subscription list to-day practically what it was when we raised the rate, and our income from subscriptions is one-half greater than it was previously.

We never hear a word in complaint any more, the subscriber paying $1.50 as a matter of course, the same as he paid $1 in days gone by.

Yours truly,
F. B. ELLIOTT.
Alliston *Herald*.

By the sheer force of argument and the persuasive power of a box of five-cent cigars the price was raised from $1 to $1.50 per year.

W. F. HERMAN BUYS WINDSOR "RECORD"

ONE of the most interesting announcements in newspaper circles in the present month has been that of the sale of the Windsor *Record* to W. F. Herman of Saskatoon. The *Record* has been published by John A. McKay for some years. From what can be learned some feeling was aroused among the merchants of Windsor owing to the fact that the Windsor paper published a very large amount of advertising for the stores in Detroit. The Windsor merchants claim that in this way opposition was being invited to their trade.

Steps were taken some time ago to start a second paper in Windsor, Mr. Herman having been approached to go in there to begin business. One of the conditions agreed to, so the story goes, was that the merchants there were to show Mr. Herman a certain amount signed contracts before he would make a move, and this was done.

It looked at one time as though the *Record* might pass into the hands of a local syndicate headed by Mr. C. L. Barker, who has been the editor of the *Record* for some years past. Associated with him would have been Mr. Craig, the advertising manager, and Mr. West, the news editor. The *Record* sold for $150,000.

Mr. Herman, who takes over the *Record* is rapidly coming to the front in Canada as one of the most prominent publishers in the business. Some years ago while in Saskatoon, he, in company with several other men from that place, purchased the Prince Albert *Herald*, and held it only a short time. They turned it over at a fairly good advance after improving it considerably. The Saskatoon *Capital* was also purchased by Mr. Herman and his associates, the name shortly afterwards being changed to the *Star*, and it is now reckoned as one of the best conducted papers in Western Canada. Almost the same can be said of the Regina Post, another paper controlled by Mr. Herman. Although a splendid business man, he never loses sight of the editorial or news sides of the paper, believing that at all times these two should run fifty-fifty and that the reader is entitled to full value for his money.

In connection with the deal at Windsor the name of Mr. C. L. Barker came into print several times, and PRINTER AND PUBLISHER gives below Mr. Barker's own statement of negotiations that he had in connection with the various propositions to secure control of the *Record*.

A somewhat interesting situation arose in connection with the sale of the Windsor *Record* by John A. McKay, the publisher, to W. F. Herman, of Saskatoon, who had previously proposed to establish a rival daily paper in that city, having applied for a full leased wire franchise from the Canadian Press Limited that came before the directors in Toronto on July 19 and was not granted.

Previous to this Mr. Herman or his associates had offered to buy the *Record* at a price of $100,000, it is understood. As Mr. McKay asked $150,000, negotiations went no farther. Mr. McKay prepared to make certain improvements, including enlargement of the paper to eight columns, and also to instal telegraph operator in the office for full leased wire Canadian Press, instead of the pony service he had been taking.

Mr. Herman started on his journey home to the West, plans for a new paper in Windsor being temporarily abandoned.

In my editorial capacity I had devoted considerable extra services in preparing the protest that Mr. McKay signed, setting forth the reasons why Canadian Press service should not be furnished for a new paper in Windsor, and also in conducting various negotiations to protect the interests of Mr. McKay. After we had practically completed the plans for improving the *Record* I left on a short holiday trip to London. Within a few days I received the surprising news that Mr. McKay was conducting negotiations by wire to Mr. Herman through Industrial Commissioner Sclanders for the sale of the *Record*.

Catching the first train home I had a conference with Mr. McKay the following day, Thursday, July 25, and when I learned the transaction had not been closed, no word having come from Mr. Herman in the meantime, I asked Mr. McKay to give myself and some men in the office a chance to buy on the same terms, $150,000 as purchase price, with $25,000 down and balance in yearly payments at $10,000 with interest at 7 per cent. Mr. McKay admitted that in view of my long service with him and those who were willing to join with me, Mr. Craig, the advertising manager, and Mr. West, the news editor, we had the natural preference in buying out the paper. No other favors were asked or suggested at the time, excepting that I asked for a week to try and put through the deal, and was told by Mr. McKay that I could have a month, if necessary, but anyone who came along with his price could have the paper.

Within 48 hours, by interesting two prominent business men, the initial payment of $25,000 was subscribed, but on Saturday a wire came from Mr. Herman intimating conditional acceptance subject to an auditor going over the books. On the following Monday a formal offer was tendered Mr. McKay on behalf of myself and associates, but the answer was that if the deal with Mr. Herman fell through we would have the next chance.

Mr. Herman arrived for the week-end and had a conference with Mr. McKay. The latter stated he was not particular about selling out and the former asserted he was not so very anxious about buying. It was then announced by Mr. McKay that negotiations were off and that he intended to remain as publisher, but on Monday another conference was held with Mr. McKay, during which prospects were promising for a sale to parties with whom the writer was associated. This happened to be civic holiday or the deal might have been closed then. On Tuesday negotiations were resumed with Mr. Herman and the agreement of sale was signed Wednesday.

During the previous week the writer resigned as editor and entered upon new duties, considering it advantageous to follow events from the outside, severing relations with Mr. McKay after entering the business with him as office boy twenty-two years ago at the conclusion of the course in the Windsor High School.

Victoria Editor Fined

W. L. Pierce of Victoria, B.C., was fined $1,000 or three months in jail for having in his possession a copy of "The Week," a weekly publication recently suppressed by the censor. Pierce was editor of the paper. For printing the paper Thomas R. Cusack was fined $250.

Morgan Partner Buys Paper

The *New York Evening Post* has been sold to Thomas W. Lamont, of J. P. Morgan & Co. In a statement, Mr. Lamont announced that he had placed the control of the property in the hands of the present editors and a board of three trustees, Rollo Ogden, the present editor, is to remain in charge of the editorial page of which he has had complete control since 1903.

Noted Editor Retires

Control of *The Louisville Courier-Journal* and *The Louisville Times*, held by W. N. Haldeman and his sons and Henry Watterson since the foundation of the two papers, passes into the hands of Judge Robert Wort Bingham, of Louisville, according to formal announcement in *The Times* this afternoon. Henry Watterson ends his active connection as editor of *The Courier-Journal*, but will continue to serve in an advisory capacity. W. B. Haldeman, editor of *The Times*, withdraws from that connection with the passing of the control of the paper to Judge Bingham.

Economy in Use of Paper

Paper mills in the United States have been listed as an essential industry, the Priorities Division of the War Industries Board announced, on the understanding that the greatest possible economy will be exercised in the use of paper, and that newspapers will reduce their consumption of newsprint 15 per cent. on daily editions and 20 per cent. on Sunday editions.

The War Industries Board is said to favor the principle that no new newspapers be started during the war.

Advertising will not be affected by the curtailment of newsprint consumption. Reading matter for the purpose of reducing space is defined by the agreement as consisting of all matter printed except paid advertisements. The schedules of curtailment are based upon a standard column of 300 agate lines.

The sliding scale of reductions in reading matter for daily and Sunday editions ranges from 5 per cent. up to 50 columns, to 60 per cent. on more than 250 columns.

HEADLINE WRITING A RECENT DEVELOPMENT

How It Has Direct Bearing on the Make-up.

HEADLINE writers of the daily press for the past four years have been presented with opportunities for striking front page typographical effects never before equalled.

Hardly a day has passed since the outbreak of hostilities that has not produced an event of sufficient importance to warrant the use of large bold type on the first pages of America's dailies.

While each day brings forth hot news from the battlefields of Europe there is a great range of difference in its importance. This is a fact that many headline writers are evidently loath to admit. They are very apt to treat minor events that come over the wire in the same size of type and in the same attractive wording as they treat news of greater importance. The tendency in this direction has been carried to extreme lengths by some newspapers, with the natural result that the headlines are not to be accepted as a true indication of the relative value of events as they occur from day to day.

This fact has been noted on the other side of the line, and as Canadian and United States journalism are alike in style, recent editorial comment of the *Chicago Tribune* is worthy of note:

Headlines and Hard Facts: Capt. W. H. Stayton, for the Navy League, talked the other day in Kansas City and had considerable to say for over-optimism. It is a fault in popular opinion to which much newspaper work contributes. It is a fault which results in an intoxication of the emotions at the expense of the sense of proportions and reflects upon the staunchness needed for great trials.

Military men hate it with the hate with which any skilled and intelligent craftsman sees wrong values attributed to work which he knows how to judge properly. If a good but small military operation is given the heroic proportions of a great operation, successfully executed with the results expected, what becomes of the value, in popular estimation, of the really big thing when the smaller has been allowed to assume all its aspects?

When popular imagination can be so inflamed by reports of actions which, being successful, are nevertheless inconsiderable, what can be rationally expected of popular steadfastness if operations intended to be tremendous are not successful?

No general intelligence can ignore proportions. The headlines in the newspapers have their effect upon intelligence and they are generally all out of proportion to the event which they flash. Capt. Stayton included the "Tribune's" headlines with those of two other papers given a rating for accuracy and proportion, but we should be foolish or fraudulent if we thought all the "Tribune" heads escaped the complexities and the difficulties inherent in a system which tries to give a startling effect to the most important news of the day.

The headline is a dash of decoration, a brilliant flash before the eye, a jolt to the perception and imagination.

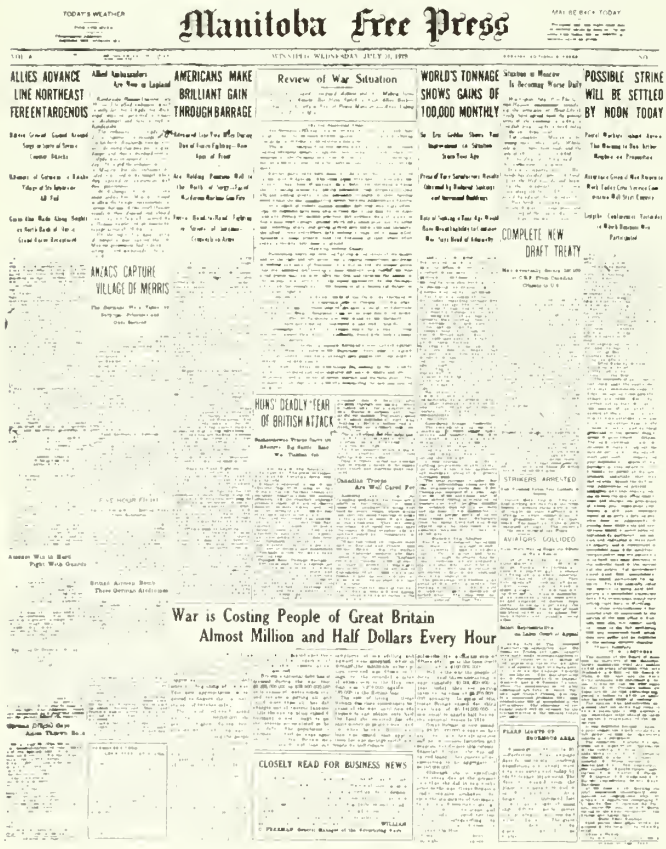
As a new nation in the great experience of the war we do not apologize for our interest in American soldiers. What they do and do with such credit to themselves is of absorbing interest to us because they are our boys. The headline cannot make them more valorous than they are, but it can give the nation the idea that they already have one hand on the coat-tails of the Kaiser, which is probably at this time not altogether true.

The Function of Headlines

Headlines have become a very important department of newspaper work on this side of the Atlantic. It is a development of the past half century in American journalism, and from mere labels the headlines of our newspapers have grown into interesting news bulletins, giving the substance of the story to which they are attached, all of which assists in the promotion of rapid reading and serves as a guide to the reader as to the value and importance of the story as it appeals to him. And the busy man or woman who cannot find time to read the article can get the gist of it from well-written headlines.

As well as assisting the reader the headlines serve to sell the paper. They have advertising value. Headlines when skilfully written attract attention in the hands of the newsboy and influence sales.

A newspaper which depends upon street sales for a good part of its circu-


Manitoba Free Press

ALLIES ADVANCE LINE NORTHEAST FERE EN TARDENOIS

AMERICANS MAKE BRILLIANT GAIN THROUGH BARRAGE

Review of War Situation

WORLD'S TONNAGE SHOWS GAINS OF 100,000 MONTHLY

POSSIBLE STRIKE WILL BE SETTLED BY NOON TODAY

AMERICANS CAPTURE VILLAGE OF MERRIS

HUNS' DEADLY YEAR OF BRITISH ATTACK

COMPLETE NEW DRAFT TREATY

War is Costing People of Great Britain Almost Million and Half Dollars Every Hour

CLOSELY READ FOR BUSINESS NEWS

Manitoba Free Press

This is a rather conservative front-page make-up for war times, but it is good.

The Chicago Daily Tribune

FOCH SMASH WINS 2 MILES

SENATE MAKES NEW MOVE TO PUT U. S. IN AIR

COTTON BARK U BOAT VICTIM 550 MILE OUT

CLASS 1 MEN NEARLY GONE; SPEED NEW ACT

THE MACHINE IS LOSING STEAM

TAKE VILLAGES AND WOODS IN HEAVY ATTACK

Captives of Allies Since July 15 Are 34,000

$1,500,000 ANNEX TO BE BUILT FOR CONGRESS HOTEL

ADMIRAL SIMS DECLINES HONOR BY KING GEORGE

WIFE BETRAYS FLEEING CASHIER OF PEORIA P O

LLOYD GEORGE EYES WILSON ON PARIS COMPACT

SUGAR BOWL IN THE LIMBO OF BYGONE THINGS

Chicago Tribune

An example of how one of America's leading newspapers treats war news headings.

THE TORONTO DAILY STAR

FOCH DRIVES A TELLING BLOW AT GERMANS

THOUSANDS OF GERMANS TAKEN IN ALLIED DRIVE

AMERICANS PASS ALL OBJECTIVES IN NEW OFFENSIVE

MUST NOT MOVE DRAFTEES AWAY, SAYS THE COURT

POWERS OF GOVT. ARE FOUGHT OUT IN COURT

SUPERIORITY ON WHOLE FRONT HELD BY ALLIES

GERMANS ARE SILENT ABOUT THE OFFENSIVE

BRITISH MAKE ADVANCE ON THE SOMME FRONT

Facile Pen In Kaiser's House Divulged Foe's Plan to Foch

Toronto Daily Star

A happy medium has been struck in the heading display of this front page.

The Toronto HOME Daily News

GREAT ENEMY BASES IN FLAMES

Germans Retreat, Firing Villages, as Allies Drive Forward Beyond Vesle and Aisne

FOE'S PREPARED LINES MAY BE UNTENABLE

GRAVE BREACH OF army AND CIVIL DISCIPLINE IS CONDEMNED BY VETERANS

TERRORIST CAMPAIGN IN UKRAINE

FRENCH PAYS HIGH TRIBUTE TO GEN. FOCH

GERMANS, PRESSED ON THREE FACES OF SALIENT, GAIN SPEED IN GENERAL RETIREMENT BEFORE FOCH. FOURTEEN LARGE FIRES SEEN IN BATTLE ZONE

ROSS PROTEST THE ONLY ONE OTTAWA KNOWS

EVERY HOUR THREATENS THE ENEMY WITH DISASTER

END THE DISORDER

SOISSONS' FALL DECIDES FATE OF GREAT STRUGGLE

Toronto Daily News

The headlines of this front page are well calculated to attract attention.

lation is very apt to take advantage of the advertising value of strong and attractively written headlines, and extremes in this direction have been the means of getting big headlines in bad repute and papers which indulge in scare heads and sensational statements which misrepresent the facts, are usually classed as "yellow journals." However large and striking, type effects are by no means synomymous with yellow journalism. Large headlines can be just as truthful as small ones, and there is no reason why they may not be used in the same sense and for the same purpose that large display lines are used in advertisements. But headlines should be used with extreme care in war time, in consideration of the part the newspaper plays in the morale of the people. They should be written in style, size and language to conform closely to the importance of the news over which they appear. An authority on newspaper work says in part in referring to headlines:

"Headlines should be impartial. It is possible to 'color' them so that they give a false impression of the news. The reader tends to carry over into a news story the impression which he gets from the headline, and a 'colored' head therefore tends to color an accurate news story."

A few examples of the various styles of the front-page display now in vogue are illustrated herewith.

The make-up of the Toronto *News*, the top half of which is herewith reproduced in miniature, represents that class of daily paper which aims to attract readers by forcefulness of heading display and other appealing effects, such as indented black-face news type and boxed short stories. This kind of front page proves a good street seller. It represents life and action, and if it is not made alluring at the expense of truth it is a front page that may be recommended for any newspaper that wishes to convince its readers of its merits for push and energy. And not a few papers are taking advantage of the opportunities that arise and of war news to produce front pages of this character.

The front page of the Manitoba *Free Press* is made up quite the opposite of the Toronto *News*. It will be seen at a glance at the miniature reproduction that the style of heading display adopted here is extremely conservative for war times, but the arrangement is first class, nevertheless. It represents the *Free Press* character for dignity, quality and conservative treatment of the news it prints. It takes a newspaper with a highly and widely-established reputation to succeed with a front page of the stamp of the *Free Press* as reproduced here. In passing it may be said that the *Free Press* is very successful and in every way is a model Canadian newspaper; one of the very best.

Let us turn to the make-up of the front page of the Toronto *Star*. We see here a combination of headlines that appear to strike a medium between the Toronto *News* and the Manitoba *Free Press*. The *Star's* headline effects are good, and in respect to strength of type used come close to the popular conception of what is considered correct in order to secure the advertising advantages of display without being regarded as sensational. The *Star* advertises itself as clean, tolerant and progressive. The headlines of the front page of this paper pretty well bear out these watchwords.

When considering newspapers on the other side of the border, the Chicago *Tribune*, by the force of its many fine attributes is instantly called to mind. It represents daily newspaper production at its best from the American point of view. The *Tribune* has been commended by competent authority for the very good manner in which it treats war news in its headlines, and it will be seen by a glance at the accompanying reproduction that the *Tribune's* idea of front page display is very appealing without indulging in sensationalisms. The foregoing is not an attempt in any way to deal with the artistic side of front page make-up; none of the reproductions can be rated as models from that point of view. This article is merely a treatment of headline display as it exists in the papers of Canada and United States at the present moment.

All Going Up

Three Minneapolis newspapers, *The Journal, Evening Tribune* and *Daily News*, have increased their price from one to two cents a copy. The Sunday issues of *The Journal and Tribune* will be six cents instead of five, and will be ten cents on the railways.

LOST MONEY THE FIRST YEAR AND TENDERED LOWER THE NEXT TIME

A Halifax correspondent draws the attention of PRINTER AND PUBLISHER to an article running in a recent edition of *The Printer's Register*. In this publication S. F. Atebury states that he received specifications on tender ranging from twenty to one hundred per cent. He goes on to show the folly of such a difference in the amounts of the tender.

Our correspondent in Halifax contends that while here in Canada the range of prices would probably not be so large, still there is too great a spread in many cases. He goes out to cite the case of tenders recently asked for in Halifax. One of the shops there got a tendered job last year, and when it was all finished and delivered the printer had a sane session for a few days and sat down and figured out what that job had actually cost him. This process began after the work had been delivered at a set price. When he had all his figures in he was rather surprised to find that he had actually lost quite a little bit of money on the work.

This year the same job came up again for tender, and although prices have increased considerably in that time the printer who lost money on the job last year was bright and early after it this year, and hearing that another shop in the city was after the same work THE PRICE WAS ACTUALLY CUT AGAIN.

Now it may be that this printer was a bit of a philanthropist, and knowing his loss last year was determined that no other printer should get in the same hole and lose money. Or again, a better guess is that he was just one of the common or garden variety who would rather lose money on a job than see his competitor get it at a price where there would be something left over in the way of profit.

But hold a minute. This story is not finished yet. W. A. Monaghan, of Halifax, related to PRINTER AND PUBLISHER that although the printer who first lost money cut the price the second time, a competing shop came in under him even at the cut price and carried away the work. At that rate it will be only a matter of weeks and months until the shops in Halifax are around paying premiums for the opportunity of doing a bit of printing.

Paper Mill for Port Arthur

J. J. Carrick states that construction on a large pulp and paper mill in Port Arthur would commence as soon as the hydro-electric power commission developed the Nipigon river. Engineers for the latter project are at Nipigon now to arrange the construction of a power line to Port Arthur and Fort William. Mr. Carrick is associated with a New York company which controls many paper plants on this continent.

The Printers' Supply Co. of Halifax during the last month have found business exceptionally good.

Simcoe and North York

THE annual meeting of the Simcoe and North York Press Association was held in Barrie on July 5. President C. H. Hale of the Orillia *Packet* was in the chair and the following also in attendance: Geo. Blackstone, Orillia *Times;* D. Williams, Collingwood *Bulletin;* R. A. Semple, Tottenham *Sentinel;* W. C. Walls, Barrie *Examiner;* F. P. Elliott, Alliston *Herald;* J. S. Carlton, Creemore *Star;* J. B. Bryant, Barrie *Advance;* W. A. Hogg, Collingwood *Enterprise;* J. F. Harvey, Newmarket *Express-Herald;* E. J. Hewson, Penetang *Herald*, and J. A. MacLaren, Barrie *Examiner*.

The list of job prices was revised to meet in some degree the higher costs in all departments. This list will be printed and copies supplied to each publisher in the Association's territory.

Mr. Williams introduced the question of taking united action to bring before the national advertisers the importance of Simcoe and North York as an advertising field. He presented a draft circular which he and Mr. Hale were asked to develop and when completed to submit to the Executive for action.

Mr. Hale introduced two important topics, viz., flat rate for rural weekly advertising and the cash-in-advance system for subscriptions. Time did not permit a discussion of either of these subjects but it is the intention to take them up at a meeting to be held in the Fall.

Officers were chosen as follows:

Pres.—J. A. MacLaren, Barrie.

Sec'y-Treas.—J. F. Harvey, Newmarket.

Executive—W. A. Hogg, F. B. Elliott, Geo. Blackstone, E. J. Hewson and C. H. Hale.

An Amalgamation

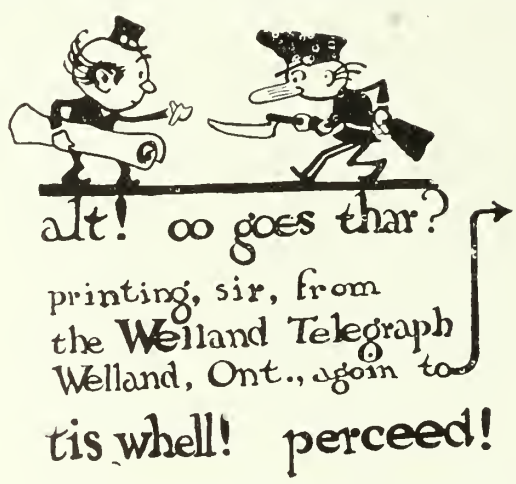
THE Universal Type Making Machine Company has purchased the Thompson Type Machine Company, of Chicago, manufacturers of the Thompson Type, Lead and Rule Caster, and will operate under the name of the Thompson Universal Typecaster Company, with offices at its factory, 223 West Erie St., Chicago, and the Printing Crafts Building, 461 Eighth Avenue, New York. The officers of the new company are: Ray Nye, president; C. B. Slaughter, vice-president; Alexander Prussing, secretary and treasurer.

Suing London *Advertiser*

A suit for libel was entered against the *London Advertiser* by Gibbons, Harper & Gibbons, representing the London Loan Co. Although a definite amount has not been made public by the solicitors, it is reported that $100,000 is the sum sought. The newspaper published a report datelined from Toronto stating that a motion had been made to appoint a receiver for the loan company. The fact of the case is that the London Loan was party to a suit in which the appointment of a receiver for the Imperial Loan Co. of Toronto is aimed at. As a result of the incorrect report there has been a run on the loan account, and as their capital is largely invested it has been necessary to borrow at a high rate of interest to cope with the situation. The damage is estimated from this.

A "Column" Disappears

TORONTO *News*:—"W. J. H.," the editor of "Heliograms," a daily column appearing in *The Manitoba Free Press*, has retired from that newspaper. He is taking a responsible position in connection with a Winnipeg weekly periodical. Mr. Healy is one of the most accomplished "paragraphers" in this country and his withdrawal from daily journalism cannot but be regretted, not only in Winnipeg, but among his confreres throughout the country. He is a man of scholarship. His reading has been extensive; thus his knowledge of men has been increased and intensified. Mr. Healy's work on *The Free Press* was marked not only by wit but by taste. His talent in versification, in travesty, and in burlesque, was remarkable, and an interesting personality shone through his work.



Unusual and attractive shipping tag from the office of the Welland "Telegraph."

CARING FOR ROLLERS DURING THE HOT WEATHER

Problem That Every Office Has To Deal With.

IF there's a problem that causes more worry in the summer time in the country office than caring for rollers I'd like to know what it is.

That is the drift of a letter that reached PRINTER AND PUBLISHER this week from an Ontario town where he had a long run in a short time, and had speeded up for the work. The publisher informs us that he is almost certain he will have to replace his rollers, although he admits that they have been running for a long time.

As a matter of fact roller trouble is not confined to the small office because it camps inside the largest establishments and refuses to budge until negotiations have been opened and completed with the weather man to do something about the matter.

PRINTER AND PUBLISHER, for the information of this country publisher, secured the experience of one of the best practical superintendents of a large printing press room in Toronto.

"Trouble with rollers in summer is something that cannot be overcome entirely," he remarked, "at least we have never been able to get away from it entirely in any shop I have ever been in. Much depends on the shop, and on the amount of air and circulation that can be secured to move in around the presses. I have never had much success with the use of forced air movements because it seemed to me that they simply took all the hot air that was around and shot it in on the rollers. There are a few simple things, though, that the pressman should remember, and these are generally followed. Rollers in summer should be set very light, just down enough to touch the form evenly. They are soft, and the ink is thin, and very little pressure in this way will distribute enough ink. The lighter the roller is set the more the pressure is taken up on the core and off the composition.

"Then again it is a good thing to give the rollers a rest in turn. Offices where the runs are short should have the least trouble with the rollers because between runs they have a chance to recover. On a press in our office where there are four rollers we make it a practice to have one of them out all the time. We change this around and find it works very well. As soon as we find the rollers hot and getting too flabby we lift one. Sometimes it is rolled on the floor, especially if you have a steel or concrete floor where it is cool. It can be cleaned by sponging. Then this is put back and another one put on. This is where the press is running at times continually day and night. It takes quite a bit of doctoring to keep the rollers in good shape, but there is no other way out of it. I have heard of some places where they use French chalk the same as a person would use talcum powder in the hot weather. I have never had any success with this at all, although others may find it work very well.

HERE'S A SCHEME

"There is one thing that we have done that works well. I don't know if I can give any particular reason or authority for it, but the fact remains that it works. It is this. We buy winter rollers and put them away and let them dry out. You know how hard a winter roller will get if you put it out of use month after month. Well, I use some of these rollers for summer work. I would not recommend them for form rollers, but for working up the ink they're as good as an iron horse any day, and they don't kick up, either. We follow this rule in our press room right along and get results from it."

NOT ENOUGH ATTENTION

As a matter of fact PRINTER AND PUBLISHER does not believe that the average office pays enough attention to the care of rollers, either on the small job or cylinder presses. The average printer who learns his trade now does not know how to make rollers, while this used to be part of the trade in many places. And then once the rollers are made there is not much distinction many times between the hard rollers for the summer and the softer one for use during the winter months. A glance at many a paper or job will show, especially in the cold weather, that summer rollers are in use, or else the rollers are in a deplorable condition.

HEATING THE PRESS

How many printers have gone through a country office learning the trade without having tried various home-made devices for heating the plate in order to get the ink to distribute? Glorious sensation, wasn't it, putting a pan of hot coals on top of the office stool in order to get some heat under the corner of the press's anatomy where we smeared in the ink from the end of a small barrel stave or some other such weapon? And then how we used to tie pieces of base and scrap metal with wires to the end of the rollers in order to make the things get down to business and bite into the frozen ink. And the chances are that six months after, when the temperature in the corner of the office was about 95 degrees we would still be using the same rollers that we were juggling with in the depths of winter. And the boss used to wonder how it was that his editorial, the product of his trenchant pen, looked like an attempt at embossing with a rubber stamp. Great days, but the trouble is that too many publishers are still living in those same "great days" as far as making any great advances in their press work. They have made big strides in composition, machine and hand. They are using up-to-date type faces and spoiling the thing by poor press work.

Any firm making rollers, and these can be found in the advertising section of PRINTER AND PUBLISHER, will give advice on this matter. They make a specialty of supplying rollers for winter and rollers for summer, and are experts in their line.

Paper and Harvesters

SARNIA *Canadian*:—The Ontario Government representative at Petrolia has completed the list of those who registered as being willing to help in the harvest work on the farms. In order that there may be no confusion the names will be drawn by lottery each day and published in the *Canadian Observer* and each person as the names are published will immediately report to the secretary of the Board of Trade stating their readiness to give at least a week of their time to farm work. If through illness or any other cause they cannot go they may arrange for a substitute and the secretary will submit the list for their inspection and convenience.

SMITHS FALLS

FIRE ALARM SYSTEM

Numbers and Locations of Fire Alarm Boxes

25 Corner Cornelia St. and Kensington Ave.
28 Corner Herbert and George Streets
32 Corner Queen and Alfred Streets
37 Town Hall
43 Corner Water and Market Streets
45 Corner William and McGill Streets
48 Atironto, near R. Running's
52 Corner Main and Beckwith Streets
57 Corner Mary and George Streets
65 Queen Street, Opposite Public Hospital
73 Brockville St., near M. Ryan's

The Fire Alarm System
is for the protection of your property from fire

The Smiths Falls News
is for the protection of your business from the Mail Order menace.

If Your Property Was in Danger
You would use the Fire Alarm.

Why Not Use the advertising columns of *THE NEWS* when your business is in danger?

7500 *possible customers of the Smiths Falls Stores read THE NEWS every week.*

LET US DO YOUR PRINTING!

The above is reproduced more for the straight message it tells than for its typographical effect. The reasoning is to the point and the point is not dulled by too much detail. The location of the fire boxes draws attention, and the application of the fire fighting system to the advertising problems of the merchants fits in nicely.

THE LINOTYPE AS A FACTOR IN THE COUNTRY OFFICE

A Mighty Big Thing Right Now in Country Newspaper Work

By ALLEN E. McGOWAN

THREE years of practical experience in the operation of a high-priced composing machine in a small-town field has taught us that the big cost items in the operation of such a machine differ from those that are incurred in the operation of a high-priced automobile, or the responsibilities taken on when getting married, in both of which instances, those who speak with authority tell us "it isn't the original cost but the upkeep" that eats up the funds, for in the operation of this machine and in determining the cost of its finished product to us we find that the greatest factor is the original investment.

Our operating charge accounts have been less than half of the finished product cost, our bill of repairs has been light, while the fact that the machine and its equipment as it stands on the floor of our office to-day represents an investment of approximately $3,700, the interest on which alone amounts to more than a dollar a day for every working day in the year, and the fact that because it is invested in machinery and its value is depreciating whether its efficiency is or not, and that we must protect it against fire, tornado and the I. W. W.'s and make ourselves safe with it under the employer's liability laws these things centred around the original investment make the high cost of composing machine operating.

In fact, its Old Man Overhead that determines what it will be and when it comes to determining prices in every department of a printing establishment, he is much more effective than the Federal trade commission. He demands attention and the printer who will not listen to him soon has reason to regret it.

Our Model 5 listed by Merganthaler in 1914 at $2.600, placed in our shop in shape to produce the work we wished of it, called for the added investment of:

Foundation for the machine	$ 18.00
Freight and drayage	60.00
Two extra magazines	200.00
Extra matrices	229.60
Border blocks	6.50
Metal	297.50
Liners and ejectors	61.00
Table, galleys, metal boxes	42.00
Tools	15.11
Chair	4.75
Pressure tank	16.75
Motor and wiring	85.00
Total investment in depart.	$3 636.21

In these three years we have operated the machine in single, double and triple shifts for some periods and on some days it remained idle. This depended upon the work at hand. The total number of hours spent on the machine in that time was 8,376.5 hours or time equal to nine hours per day for every working day of three years.

The total wage cost was $2,811.80; or nearly 33c per hour, which if paid on straight time to one man would be $18 per week.

Of the total hours spent on the machine 6,448.7 hours were chargeable or actually productive hours; while 1,927.8 were non-chargeable or spent in correcting proofs, fixing or oiling the machine. Thus three out of every nine hours were unproductive.

In the three years the machine has set type matter if figured in 8 pt. ems would approximate 30,000,000 ems, of which 25,000,000 were set for our newspaper and job work and 5,000,000 for trade composition.

This measured in 20-inch columns would average nearly one galley per hour for every chargeable hour. For a standard of measure in this I have taken 8 pt., and while in casting border and setting wide measure 14 pt. the space filled would be above one galley per hour, 6 pt. and leadered and column figure work would run below that average.

To have had the machine in the shop these three years cost $7,773.69, of which $1,582.43 is the machine's share of the office expense. This expense includes office salaries, light, rent, heat, insurance on office, telephone, telegraph, postage and other expenses of the office and is distributed to productive departments according to the number of saleable hours that each department has.

This leaves an actual expense for the operation of the machine itself of $5,191.26, divided as follows:

Wages	$2,811.80
Rent and heat	149.48
Light	14.25
Power	87.30
Insurance and taxes	237.62
Interest on investment	536.47
Depreciation	1,005.46
Oil and gasoline	244.22
Metal waste	50.59
Repairs and miscellaneous expense	53.57
Total	$5,191.26

This expense divided by the output would give us an average cost of 25c per thousand of all ems produced. This would mean that while it might cost us but 10c or 15c per thousand to cast border or rate on fat matter, the cost on other matter would range upwards according to the kind of matter being set, size of type, ability of operator and condition of copy.

At the average hour cost for three years of $1.32 an operator who could set type for us at the rate of 5,000 ems per hour would produce it at 26c per thousand, a 4000-em operator at 33c, and a 3,000-em man at 41c, and one who would produce but 2,000 per hour would produce type at 66c per thousand.

A galley of 8 pt. per hour would cost us 35c per thousand, and a galley of 10 pt. per hour, 60c per 1,000.

I shall divide the expenses of the machine into two classes:

Class 1—wages, light, power, oil and gas, metal waste, repairs and miscellaneous items which would naturally be governed by the amount the machine was used.

Class 2—rent, insurance, taxes, interest on investment, depreciation and office costs, which remain the same regardless of the amount of work given the machine.

The amount which our machine has produced in three years, trade composition, ads, news and job work, if measured in 20-inch single columns lengths would approximate 50 columns a week.

If during that time we had produced but 37½ galleys per week, we would have saved one-fourth on Class 1 expenses, $815.43, thus reducing our operating costs to $6,958.26, but this would raise the average cost per thousand on 23,500,000 ems to 30c per thousand ems instead of the 25c average on the 30,000,000 ems.

Supposing we had but half the amount of work we turned out, we would have saved $1,630.86, averaged 25 galleys per week, but our average cost per thousand would have amounted to 40c per thousand.

On a 12½-galley per week average cost per thousand would have reached 70 cents.

On our present average price of 25c per thousand ems we find that our usual costs on 13-em straight matter runs 50 per cent that, the 70c average would bring the 13-em matter above the $1 mark, and the price on intricate matter out of sight.

I find in variation in chargeable hours per month, running from 80 to 250 hours, the non-chargeable hours have remained nearly stationary near the 40-hour per month mark, except to mount above that during the slack months when we overhaul the machine, or when we have some outside careless operator who abuses the machine. One of these came out from the big city, and in one week's time doubled our non-chargeable time for the month, and added more to our depreciation account than that account takes care of in a month.

Up until the first of the year with a family of six boys, all competent to help in office, the help situation had never been one of our worries.

Our plan was to train young fellows

to operate the machine and assist in other branches of the mechanical department and as they became competent for one of the brothers to work into the business end or branch to other businesses, though always available as reserves.

Five of these are now removed to war-time pursuits, and this has used up our reserves a bit faster than we have been able to train new help.

The first of April left but one operator besides myself in the shop, and with overtime we put in 265 hours on the machine that month, 206 of which were productive, keeping up the usual average of one galley per hour.

During this month we raised our trade composition price 50 per cent. in an effort to weed out a part of our trade and supply merely those who showed their need by a willingness to pay the increase.

We found that the labor problem had hit them, too, and it was not a question of price any longer and came back stronger than ever.

With my added duties as editor the strain was too great and to save the quality of our own paper we have had to discontinue this end of our business until our new help becomes better trained.

For the first three weeks in May the operator has put in an average of 48 hours per week, 36 of which have been productive and true to the figures has averaged that many galleys per week.

The weekly cost items in Class 2 did not vary, remaining at $26.15 for each week, divided as follows: Rent, $1.00; insurance and taxes, $1.25; interest on investment, $6.15; depreciation, $7.75 and machine share of office expense, $10.

Class 1 expenses reduced to $19.35; wages, $16.50; light and power, 60c; metal waste, 25c; gasoline and oil, $2.00. This would make the total cost of operation, $45.50. It costs us $1.27 per galley to set our matter this month.

The one operator still on the job has been with us about one year and had never worked in a printing office before. An operator with an ability to increase that output 50 per cent. and demanding $10 per week more in salary would reduce the cost per galley to $1.

We find that average new operator after little observation of the machine will set about a galley as the total of his first day's work. The second day he will double that amount and from then on he will gradually increase until within a year he can set a galley straight matter per hour.

Our hand composition costs average $1.25 per hour and one man would not average better than 1,000 ems per hour setting type by hand, therefore hand composition would cost us about $3 per galley, and fixed as we are at present with more equipment than help, and were our total production but two galleys per week, we could produce it as cheaply on the machine and much speedier and satisfactory.

But within a radius of thirty miles of our shop are eight newspapers who have no composing machines, and by serving the majority of these we have produced matter cheaper than they can set it by hand. Their weekly requirements have been from five to ten galleys per week.

These shops have average investments of $1,000 to $2,000, and estimating their operating expenses, their hand composition hour costs would approximate 75c. This would mean $1.50 per galley.

Expenses on a composing machine would run below $35 per week and with their average matter to set, the price on machine set matter would run over $3.50 per galley.

Eight persons in these shops are spending practically all their time in getting into type and distributing the matter needed for their papers.

Eight hours each by eight people at 75c per hour makes a total cost of $44.40.

A linotype and two of these same people with the proper amount of training could set as much.

Eight hours each by two people at $1.25 per hour, total cost, $20.

Difference, $24.40, and six people released for other work.

The linotype machine is a mighty big factor right now in country newspaper work and it is going to be a bigger factor from this time on with supply of hand compositors becoming exhausted and no new supply in the making. In addition every country editor is giving his readers a great deal more reading matter to-day than he did ten years ago, and he wants to give them more because he finds that it pays him to do so.

The linotype is the one way to do it, and it must enter into your future calculations if it has not already done so.

It appears almost unpatriotic in these times for eight persons to peg away at work that by the use of efficient methods could be done by two. But it would seem fully as unpatriotic for men to assume obligations that the income from their field will not enable them to meet.

Current Events in Photograph

THE AMBULANCE TRAIN

Back of the fighting lines, back of the field hospitals, lie the clearing stations where the poor human wreckage of battle is sorted out. Here science steps in to alleviate suffering, and every known convenience is made available. In the photo is shown one of the long hospital trains taking the wounded back to "Blighty" and comparative peace.

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - - - - Business Manager
A. R. KENNEDY - - - - - - - - - Editor

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Why Not Come Out And Advertise?

THE dentists out in British Columbia, who are trying to get legislation hammered out that will stop dentists from advertising their business in the press, are fighting a poor fight and they will lose as sure as the Rockies are a foot high.

The case put up against publicity on the part of the dentists is a lame duck. If a dentist has the equipment, the knowledge and the need for business, and advertises that he can pull teeth in such a way that it will be painless, why not let him go ahead?

The fact of it being considered unprofessional to advertise is a real good joke. We know of an undertaker once who would not advertise. But he belonged to every lodge in the city; his children went to three various denominations in the matter of Sunday schools, and the whole family spread themselves out as much as a lean hen trying to cover a setting of eighteen eggs. Advertising in the press would have been tame compared to the exertions this chap made to get himself and his business known. And yet that man, when solicited for even a card, pulled his burying-business face, looked the solicitor in the eye with a regular tombstone expression and after a few wringings of the hands informed him that such a method of getting before the public would not be considered in keeping with the best traditions of the profession.

As a matter of fact all that talk about advertising not being in keeping with the traditions of the profession is as much pure buncombe. In some cases architects put out the same high and lofty views, and yet they do like to hack and whittle their names on buildings they plan.

The best way for all these super-professional people to do is to come out straight and honestly with their advertising matter. Let them tell the people in print over their own name what they can do. If a doctor can saw off a leg any better than his competitor, why should he not give the general public the benefit of the information, so that a man wanting to get a leg off could get the best service? And if a dentist can tinker with decayed teeth and exposed nerves without their owner ever knowing anything about it, why it's a regular kindness for him to get out and tell about it.

These publicity haters are nothing short of a nuisance.

The Goodwill of a Newspaper

IN the sale of one newspaper in Ontario recently and in the estimate placed on another in probate, large amounts are included for "good-will." That's something that is hard to explain, and yet to those in the business it is something that is equally hard to get along without.

When a paper has been published in a district for a number of years it becomes part of the community. It goes to the same houses day after day. Children read it. When they get older they still adhere to it, and in this way it gets a grip that only the grossest mismanagement is liable to shake off or destroy.

The good-will of a newspaper is something more than the renewal revenue that comes to a life insurance company. It is different from the clientele that a store secures. In fact it is hard to find anything else that runs entirely parallel to it.

It is not hard to find out how this works out. There are instances in Canada and the United States that will prove this. There are papers that have a run on certain lines of work, it may be classified advertising, sporting element, business worth, etc. It is a mighty hard matter for another paper to come in and wrest that business from the paper that has held and developed it in the first place.

A paper gets a standing in a community. Its editorial policy has been clean and honest. The people have learned to trust the opinions it expresses for the simple reason that they know they express the conviction of the editor, regardless of any other consideration. There are cases where the slate drawn up by a paper for a local election is carried to the polling booth by ratepayers and marked off just as it appears in print. When a paper gets that hold on the individual, on the home and the community, it has something to trade on that is worth real money. It has cancelled a parge part of its circulation expense.

There is something very true and very real in "goodwill" in a newspaper. It is a hard thing to define, and it is an equally hard thing to get along without.

The Amalgamation of Newspapers

THE list of the one-paper towns and cities is growing in Ontario more rapidly than in other sections of the Dominion. This is particularly true in connection with the dailies. The latest amalgamation of note is that of the St. Thomas papers, the hyphenated *Times-Journal* taking the place of the two good dailies that used to make their appearance there. The general opinion of the papers of the country seems to be that such a move is for the best, and there is no doubt a good deal to back up this view, epecially from the standpoint of the business office.

It is a very easy matter to stand back and figure it out that there will be a better living in it now, and the community will be just as well served as it was when the two newspapers were running. It is not hard to show that the cost of production has been going up at an alarming rate, and the receipts from various sources were not keeping pace with them by any means.

But after all that has been done, and after all the arguments have been piled up in favor of the one-paper situation, they have not explained away the whole case. Other lines of business are living in the same high price era; they have to go into and buy from a market that is very much inflated in values at present; they have much the same

problem to face as the publishers. And yet in the majority of cases they are continuing in business. PRINTER AND PUBLISHER does not like to think that a city the size of St. Thomas cannot support two papers. St. Thomas is not a village; it is not a town; it is a good, thriving city, with a good country around it, well covered by railroads and radial lines. Merchants there are good advertisers.

There are a good many cities in the Dominion that are not nearly as promising as St. Thomas, and they are keeping up two papers, in some cases more. Other lines of business are growing; branches are being opened and more staffs are used.

It may be very good business to amalgamate. There are places especially in the weekly field where two papers are in a pasture that could not make more than ordinary browsing for one. But we can't say that it is altogether with a feeling of financial joy that we watch the process of amalgamation proceding in the larger centres where papers have had a long and an honorable past. Take the St. Thomas case again. The *Journal* has ceased to exist as such and the *Times* has ceased to exist. The new paper can carry on or keep alive the traditions of neither. The personality of each has been cancelled. There must be a feeling of real personal loss to many men who have been connected with the enterprise there at the passing of their journalistic preference.

PRINTER AND PUBLISHER is far from being convinced that the one-paper standard in the larger centres is by any means the most desirable state of affairs. The fact that in years gone past papers have been content to slip along without an accurate knowledge of their costs may make it harder to keep going in these times of rising prices. It may be that in some cases they are now paying the price for not having put their business in shape before the price rising era set in in earnest. The chances are that there is much in this supposition, for publishers have always shown a tendency to underestimate the monetary value of their service to the community.

It's not much of a trick to go ahead and pile up arguments in favor of one-paper towns, but at the same time it's a dangerous drift, and it's liable to wipe out papers with a long and honorable past, remove forces that have worked for good in a large way in the community, and take away much of the spirit and life that is born of the desire to keep abreast of "our esteemed contemporary."

Don't Allow Your Fall Work to Slide

HAVE you prepared your fall advertising campaign yet? Or are you simply going to trust to luck that the merchants will see the necessity of doing some extra advertising for fall trade, and wind up the year with the rush of publicity that comes around Christmas time?

No Canadian publisher is going to own up to the fact that he is lazy, and he does not like to admit that he has a lazy man looking after his advertising department. But that statement can be made with a great deal of truth, and it need not be confined in its application to any particular group of weekly or daily papers.

It is not too much to say that there are well nigh fifty per cent. of the Canadian papers that could increase their revenue from the sale of advertising space if they would plan for it and then get out and hustle the sale of the space.

There are other publishing houses, on the other hand, that know weeks ahead what their prospects for business are. They have gone all through the chances for fall business. They have lined up campaigns for all the legitimate special advertising that they can approach, and they have a pretty good idea that the full capacity of their mechanical establishment is going to be well occupied on business that will mean some very good revenue for them.

Don't drift along. Don't wait until some person comes along and draws your attention to the fact that a paper in some other place has developed a page or so of good business along certain special lines. Don't wait until you look inside of your "esteemed contemporary" some afternoon and find a whole lot of business there that you never thought of going after. Don't put yourself in the poor position before the merchants of tearing around and trying to get second-hand business that some other worker originated in the first place.

When the Power Goes Off

THE Peterborough *Review* contains a little paragraph that means a very great deal. It's this:

> "The *Review* is late to-night owing to the fact that the power was off for several hours at different times during the day."

And the chances are that on that very day the news was so good that the editor simply itched to get his foot up on the frame under the 14 pt. case and go to it.

It's common experience. When power stays on no person gets murdered—no person goes out and gets run over with a street car—no team of horses starts that something that develops into a story about "what might have been a very serious accident."

But when the power goes off. Then's when the world goes crazy. The dowager empress of China dies all over again—the food situation in Germany becomes serious; and the Kaiser is called once more for the last time to see Hindenburg before he dies.

It only goes to show that the theory about the animate contrariness of inanimate objects is a very real theory.

THEY are having trouble securing material to build boilers to heat the Parliament Buildings at Ottawa. It is hard to get the material from United States. Now what's to hinder the blasts of hot air that get loosened up during the debates there from being turned into the heating system for the plant? Some of the members that persist in killing off yard after yard in Hansard have a tremendous boiler capacity.

Cesare in New York Evening Post

A Time to Think of Russia.

HENRY UPTON WANTS TO SECURE AN ANSWER

Claims That Mr. Kimbark Did Not Keep to the Point in Discussing the Question of Costs and Charges—The Western Letter Revived the Issue

Montreal, August 6, 1918

Editor PRINTER AND PUBLISHER.

Sir:—In your June number Mr. McLeod of Weyburn, Sask., relates his experience in connection with an order for Transo Envelopes taken by Business Systems at a price barely sufficient to cover the cost of the envelope exclusive of printing. Mr. McLeod seemingly is at a loss to understand how it is that a concern the head of which so fully appreciates the importance of charging adequate prices and who is so ready to condemn the alleged lapses of others can consistently and persistently undersell everybody else. That Mr. McLeod's appeal for light on this all important question may be more successful than my efforts in a like direction have been is, I am sure, the sincere wish of the majority of your readers.

Mr. McLeod considers the controversy between Mr. Kimbark and myself on the subject of price schedules incomplete and indefinite. If such is the case it is due solely to the fact that Mr. Kimbark saw fit to ignore every question put to him. It goes without saying that a man who aspires to be a leader should be ready to back up his statements, or, failing this, to frankly admit that his conclusions were unfounded.

The correspondence following my letter of March 22nd, 1918, to Mr. Kimbark is reproduced below in the hope that if an answer to my various queries can be discovered therein by that gentleman, or any of your readers, some one will kindly point out where the answer is to be found.

Yours faithfully,

HU/HS Henry Upton

Toronto, April 8th, 1918

Mr. Henry Upton,
c/o Dominion Press Limited,
Montreal, Que. (Copy)

Dear Sir:—Replying further to your letter of March 22nd, it would seem to me that possibly part of the difference between us can be put down to the fact that a liquidator's valuation and a replacement valuation are two different things. A liquidator might well be justified in valuing a machine at 20 per cent. of its original cost, and yet that same machine might, for all practical purposes, be as good as new and possibly could not be replaced for 20 per cent. or more above its original cost.

I cannot see that anything is to be gained by continuing our discussion relative to costs until you arrive at your costs in the same identical manner as the majority of printers are doing. My point is and has been that it is manifestly incorrect for you to state that your costs are incomparably lower than the average printer's costs when your results are arrived at by your own method and not by the generally accepted methods.

I am very happy indeed to be informed as to your experience in accounting, and it would seem to me that this is all the more reason why you should readily adopt the standard cost finding system, because as an acountant you must realize that one of the chief advantages to be obtained from the cost system is the ability to compare your costs with others, and it is manifestly impractical to compare cost results which are arrived at by different methods of reasoning, principles and application.

Out of fairness to the Standard cost finding system as well as to your brother printers, I would urge that you go over this system carefully and then if you find it is wrong either in principle or application that you publish this fact and how you arrived at your conclusions. If this system is wrong, the thousands of printers who have adopted it both in the States and Canada and England, will indeed feel grateful to you for setting them straight.

My impression is that when you have digested this system your accounting experience will assert itself and in place of finding it at fault you will adopt it as your own.

Relative to ruling feeds, my reference was to our own ruling machines, all of which are equipped with automatic feeds.

With kindest regards and best wishes, I remain,

Yours very truly,
(Signed) F. M. Kimbark.

Montreal, April 16th, 1918.

F. M. Kimbark, Esq.,
Business Systems, Limited,
Toronto, Ont.,

Dear Sir,—This letter merely acknowledges receipt of yours of April 8th, as, in view of your reluctance to deal with points raised, it is waste of time to go into details. I might just say, however, that your experience of liquidators evidently is limited. As a matter of fact there is no difference between a liquidator's valuation and the valuation of a manufacturer, inasmuch as the former invariably uses the latter's list, leaving it to the purchaser to scale down values to the basis he is prepared to pay.

I have stated repeatedly that my plant is inventoried at its replacement value, and why you should persist in contradicting this statement I am at a loss to know.

The manner in which costs are arrived at does not affect results so long as all items of cost are taken into account. If I want to reach the King Edward Hotel from North Toronto Station I take a Yonge street car. To reach the same destination you may prefer hiring a taxi, taking in Parkdale en route. We both reach our destination, the only difference being that you spend more in time and money than I do. The same applies to cost systems.

I have never said that my costs are incomparably lower than the average printer's costs. That my selling prices are higher than the average is borne out by the fact that I lose to competitors eight out of every ten jobs I quote on. The only difference is that I charge for every hour the job is likely to take whereas my competitors evidently do not.

I have never stated that the Standard Cost Finding System is wrong, nor have I any desire to see it abandoned by those who believe in it. My sole reason for not adopting it is that I already have a system that gives me the desired result and at a minimum of labour and cost.

According to your platen press scale you get from 450 to 1,200 impressions per hour per press. It would be just as reasonable for me to contend that this is all wrong merely because 4,000 impressions per hour can be obtained from a Kelly or other automatic feed press as it is for you to compare your automatic feed ruling machine with the hand-fed ruling machine I was talking about.

Until you show that you are in good faith by making some attempt to deal fairly with the points raised in my letter of March 22nd, there is nothing to be gained by prolonging the discussion.

Yours faithfully,
(Signed) HENRY UPTON.

P.S.—Since this letter was dictated we have been advised by the Canada Steamship Lines that order for 500,000 sets bill of lading has gone to your company at a price lower than ours. Had the press work on this job been figured at $1.50 per hour, to say nothing of $2.50. the order would not have gone to you.

Toronto, April 17th, 1918.

Mr. H. Upton,
c/o Dominion Press Limited,
Montreal, Que.
Dear Sir:—

I acknowledge receipt of and thank you for your letter of April 16th, and we seem to be agreed upon the uselessness of continuing our correspondence. The only reason I am writing this letter is to acknowledge your letter and to set you straight on your postscript.

The order in question was received by us, but the order is not run on a cylinder press. It is run on a web-fed press printing two sides at one operation.

The information which comes to us is such that your price was very, very close to ours, and the small difference in price would not offset the increased cost of double the number of impressions on a cylinder press compared with the cost to us on a web-fed press.

Yours very truly,
(Signed) F. M. KIMBARK.

THE OPERATOR AND HIS FINGERING

Correct Ways Should Be Learned at the Outset.

DOES the apprentice who is learning to operate a linotype or intertype pay as much attention to fingering as was insisted upon a few years ago? That is the question that an old operator put to PRINTER AND PUBLISHER this week. He had been through several of the plants in the city, and apparently had been watching the fingering that was being done by some of the operators in the offices he visited. Speaking to PRINTER AND PUBLISHER he said:

"Of course it's quite a few years since I quit operating, and I don't suppose that I would make much of a fist at it for a few days on the start, but it does seem to me that they are not paying the attention that they used to to the free and easy light touch that we used to reckon on to produce speed in time along with clean proofs. Why when I started to operate—it was in a Cleveland office—I was taught to get my hand flattened out, and to get away from a cramped fist. They insisted on my making use of at least eight fingers, and for the purpose of operating they counted the thumb as a finger, and reckoned that it was a very good one too. I was never urged to hurry along. They never told me that I should be able to catch the elevator at the end of three weeks, though I will admit that it was with a little bit of savage satisfaction that I used to hustle down a quad line and poke it up in time to keep the wheels going around.

A Good Operator

"I worked beside a good operator. He took a lot of trouble in trying to tell me what to do and what not to do. He was fast and clean. To watch that man operating seemed a joy and turning out type a real good joke. I envied the way he could finger. There was hardly a motion to his hand. He never pounded the keyboard. He had just an even working pace that kept the mats sliding down free from transpositions. Well I worked for weeks to operate like that man and in a great many ways I succeeded. From the start my proofs were clean, although I will admit it took me quite a long time before I got past two and three thousand an hour. But quite unconsciously the speed came, and with it I managed to retain my habit of setting clean type.

The Speedy Operator

"I went from Cleveland to Chicago, and held down several jobs there, first getting a chance on the slip board as a sub. I got on the day side finally as a steady. Next to me was an operator who never had time to say good-day. He was working against a bonus and it seemed that the one joy he had in life was to kill off that old clock that sat on the back of his machine. If he was tied up for a minute or so with clogged distributor, or for cold metal, he absolutely beefed so hard that he got the rest of us up in the air. And to watch that man you'd think he was setting about twenty thousand every half hour. I followed my same old plan of easy operating, and on several occasions I pulled out for a day and found that I could give him a hundred or so lines without a very great deal of trouble. It was because I had sense enough to take the advice of that good operator in Cleveland who put me right when I was starting. Well, to come back to this high speed operator in Chicago, I was in that office again about a year or so ago and looked around to see if there was any person I knew. I found a couple of lifers there as you always will around a printing office, and I asked for my friend of former times who used to try and beat out the clock every day. Well, after some questioning I found that he had gone in a heap some years before. His nerves had busted and he was done for. He'd set his fifty and sixty thousand strings of six point with a bonus for tab. work, but he'd simply been taking it out of his own hide.

A Pleasure to Him

"But I never departed from that old style I learned. To me it was a pleasure to operate. The thing seemed so easy—just stretching my hands out and then with as little effort as possible, and using every finger that I could, without having to follow the keyboard for fingering—go ahead and turn out the type. It may be that I have not been observing many operators at work lately, but it just struck me when I was watching them to-day that there was not very much attention paid to fingering. There were plenty of them doing good work, no doubt, but they were working too hard to get the results. It should be much easier work than they were making out of it. Of course there's a scarcity of operators now, and it may be that they try and hurry them along. But it's kindness to an apprentice for some good operator, one who knows how to finger, to take him in the early stages, and try to impress upon him the importance of acquiring correct keyboard work early in his career, and then trying to see that he stays with it."

ARRANGING FOR THE VICTORY LOAN SPACE

THE advertising campaign for the second Canadian Victory Loan to be conducted this fall in the newspapers of the Dominion will see the Canadian Press Association assuming full responsibility for operations.

The campaign will be conducted under two separate divisions. One will assume the display advertising end of it and the other the press news and feature service. Both divisions will conduct their work subject to the approval of a committee of the Canadian Press Association, consisting of the President of the Association, W. J. Taylor, Woodstock *Sentinel-Review;* Geo. E. Scroggie, Toronto *Mail and Empire;* John M. Imrie, manager Canadian Press Association.

Last year the Canadian Press Association arranged with five of the recognized agencies to handle the display advertising for the Canadian Victory Loan campaign. This year the Canadian Press Association completed arrangements with the Canadian Association of Advertising Agencies to take charge of the display advertising, subject to the approval of the former, who assume full responsibility for every phase of the campaign at the instance of the Government.

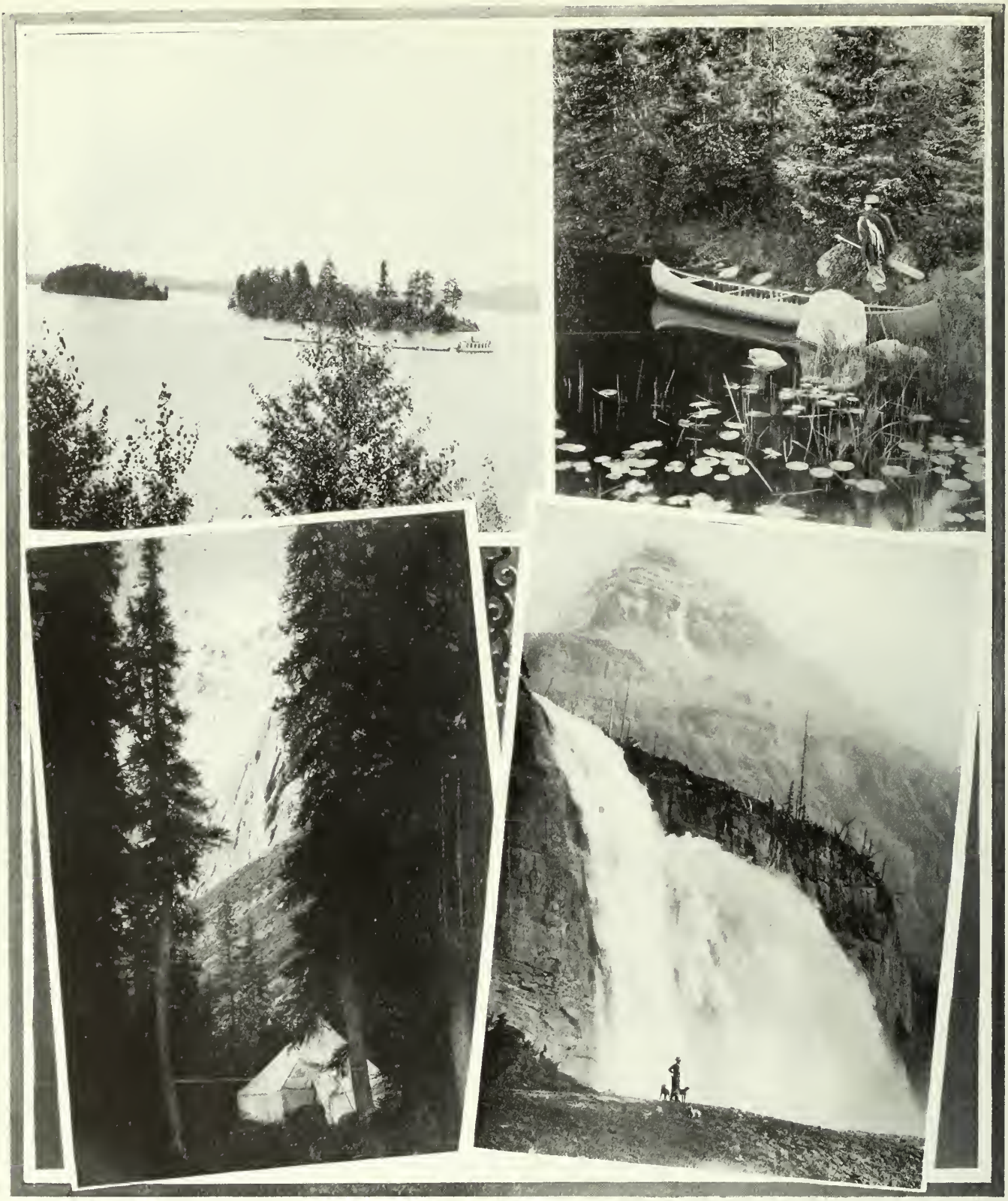
Thirteen members are included in the Canadian Association of Advertising Agencies and each will take a part in the preparation of copy and will assist in placing the advertisements in the various Canadian papers. Mr. Geo. E. Scroggie will oversee this side of the campaign for the Canadian Press Association.

The newspapers of Canada are expected to freely assist in making the campaign a success by running news stories and features as supplied them by the Press News and Feature Service Division. John R. Bone, managing editor of the Toronto *Daily Star*, is chairman of this committee.

At the time of going to press the details in connection with the placing and apportioning the advertising had not been worked out. See the next issue of PRINTER AND PUBLISHER for this and any other information that may arise in connection with this publicity campaign for the next Canadian Victory Loan.

Real Old Timers.

H. W. Dawson of Brampton, has in his office two sale bills that were printed in Toronto on the old Colonial Press in 1831 and 1832 respectively. The Colonial Press was the office of which William Lyon MacKenzie was the proprietor. One of these bills is the bill of sale of the old Elliott property on which the town of Brampton is situated. It includes the stock and wagons. The terms read: Fifteen months' credit will be given for all over one pound by giving approved security. Below one pound must be paid down. The other bill announces the establishing of a semi-annual fair to be held at Salisbury's Tavern on the Center road for the sale of the stock. The type on both is very clear and black even after a lapse of 87 years.



OUTDOOR CANADA A WONDERFUL PLACE

In a year when European and foreign travel is curtailed even to the vanishing point, it is well to remember that Canada is one of the greatest "out-door" countries in the world.

Canadians don't appreciate what there is within the confines of this great Dominion. There are plenty of residents of Ontario who have never seen Niagara Falls, and there are people living in British Columbia who have never climbed a mountain.

In this photograph there are shown on top two typical views of Muskoka, the summer home for thousands of Canadians, while at the bottom are two pictures of the wonderful scenery so familiar to those who have lived in or travelled through British Columbia.

WHAT OTHER PUBLISHERS HAVE BEEN DOING

New Business Methods and News Features

Norris-Patterson are placing the advertising campaign for the Oak Tire and Rubber Co., Oakville, Ont.

Special copy is going out to Canadian newspapers for Canadian H. Gossard Corset Company from the Norris-Patterson Agency.

Montreal papers are to be favored with copy from the Norris-Patterson Agency, advertising the opening of Betty Brown Canada shops.

A campaign devoted to a limited number of Toronto papers is being put on by Advertising Service Limited for the Dodd Heater Company.

Advertising Service, Limited, Toronto, and Montreal, is conducting a campaign in Ontario and Quebec papers for the Dominion Sugar Company.

Frank H. Johnson, formerly with E. L. Ruddy and latterly with Brigdens Ltd., has been appointed official record artist for the R.A.F., Canadian branch.

Norris-Patterson, Toronto, are placing new copy for the Monarch Knitting Company for fall advertising in the magazines. This copy includes some very attractive color schemes.

Smith Denne & Moore, Limited, Toronto and Montreal, have been appointed advertising agents for the Rubber Set Company of Canada Ltd. The Canadian branch factory, 5 Sullivan Ave., has just been completed.

The *Saturday Evening Post* have advanced their prices from 5c to 10c a copy beginning with last week's issue. This change applies to Canada only. The *Ladies' Home Journal* goes from 15 to 20c. Advanced cost of print paper and cost of plant operation is given as the cause.

T. C. Solomon, of the Toronto branch of Advertising Service, Ltd., recently took charge of the Montreal branch for a few days in the absence of the chief executive there. Miss W. M. Hunter took the reins at the Toronto office during Mr. Solomon's absence.

G. L. Lemon, who until recently had charge of the copy writing department of Advertising Service Limited, is now in khaki. Mr. Lemon enlisted with the engineering corps and after his preliminary work at Brockville he went to Kingston. If the erstwhile ad writer puts the same pep into his military efforts as he did into his ad copy he will soon be given charge of a battery.

The *Kingston Standard* carries a page of special business on "Page for Picnickers." A small section of reading matter features Kingston's natural advantages as a place for picnics. Those carrying space are dealers in thermos bottles, bathing caps and suits, fruit and candy, autos, groceries, meats, summer frocks, canoes, etc. It is a line of business that could be developed in any centre during the summer and early fall months.

In a recent issue of *The Forest Free Press*, comment was made on an amalgamation of St. Thomas papers. The *Free Press* states its approval of the bringing together of papers in cities and towns. The Forest paper further goes on to state that it is prepared to enter into any reasonable arrangement that will make Forest also a one-paper town. Many of the business men, it states, have expressed themselves strongly in favor of such an arrangement being carried out.

In connection with the opening of the new Hydro Building in London early in July, the London *Free Press* developed a page of business about the business of the firms that had anything to do with the construction of the new place. Those using space carried on business in the following lines: sandstone, woodwork, general contractors, ventilation, art woodwork, electrical lighting and fixtures, office systems and supplies, plastering contractor, hardware, reinforced concrete, glass, plumbing, hot water systems, etc.

Smith Denne & Moore Ltd. have secured a new and capable manager for the copy plan and service department of their Montreal office in Roy W. Johnson. For the past five years Mr. Johnson has been specializing in trade marks and trade names. Previous to this he was employed on the editorial staff of "Printer's Ink." Mr. Johnson's career in the advertising field also includes the position of assistant advertising manager of the Burroughs Adding Machine of Detroit, and the position of advertising manager of the U. S. Phonograph Company, Cleveland, and other important positions.

Dollar Day was observed by the merchants of Owen Sound on the 25th of July. Copy of the Owen Sound *Sun* of the 19th of that month would seem to indicate that the merchants there were going into the proposition with the idea of making it a complete success in every way. The *Sun* on that date was a paper of sixteen pages in which from a rough glance through it would seem to contain about eighty-six columns of good advertising, which is a very fine showing indeed. It is doubtful if the proposition has ever been brought out by any newspaper that has been repeated so many times with any success. Any scheme that is going to be successful for any length of time in the way of special advertising must have something of real value for the merchant as well as for the man who sells the advertising space. If it has not this feature it is hard to go back and get the business the second time. The Dollar Day idea though has demonstrated a good many times that it clears up a lot of old stock and brings in real money to the merchant as well as securing some first-class special business for the paper, and there is no doubt that in that the strength of the whole Dollar Day idea lies.

In a recent issue of *The Vancouver World* an original and very interesting way is adopted by two writers there to "bring the war home" to the people of Vancouver. The writers responsible for the work are G. B. Mayon and P. W. Luce. The story is illustrated by use of a map and the idea behind the whole thing is to draw lines through the Province of British Columbia just on the same scale that they are being carried on along the Western front at the present time. In the map shown in *The World* Vancouver first takes the place of Paris, and the relative positions of the other places are shown including Amiens, Peronne, St. Quentin, etc., the line ending at Verdun, stretching well over into the Okanagan country.

Speaking of the bombardment of Paris by the big German guns, the writers in *The World* go on to say that Paris is bombarded at a distance of 72 miles and they assume that point to be midway between the half of Harrison Lake and North Bend on the C. P. R. main line. It takes the C. P. R. Express about four hours to reach Vancouver, from North Bend. A shell from the monster cannon at St. Gobain lands on a church in Paris in twelve minutes, and the shells come every 15 minutes with mechanical regularity. Sometimes the gun is silent for a few days, probably for mechanical adjustments. It is not likely that the delays are due to strikes.

The World article concludes as follows: "Incidentally it can be recalled in 1914 the Germans were only 15 miles or less from Paris when Foch's taxicab army made the Germans turn back. In truthful comparison the Germans were no further away from Paris than are the outlying districts immediately east of New Westminster, Fraser Mills, from Vancouver."

In the Ottawa *Journal Press* there have been appearing a number of advertisements in connection with the value of advertising to a government during the war, and instances are given showing the direct results that have been secured. Here is one of the paragraphs that show the force of advertising and the value it has in banking institutions:

"For instance, the banks of Canada describe it that owing to labor conditions banking hours would have to be changed. Every newspaper in Canada would have printed as news the statement of the Bankers' Association had that been the way chosen of disseminating it. But it will not. The Bankers' Association prepared a display advertisement which appeared in every daily newspaper in the country of the same day—which contained a complete statement of the changes and of the reasons therefor, and which was a mighty good advertise-

ment for the banks and banking as well."

In the Winnipeg labor troubles a short time ago advertisements appeared for both the contesting elements. The telephone employees struck. Next day volunteer women took charge of the exchanges. The obligation was acknowledged by a half page advertisement in the daily newspapers inserted by the Telephone Department of the Government of Manitoba.

In another of the series in the Ottawa paper under the caption, "The Balance of Trade," the drift of the ad. is to show that the business of the country depends largely on the amount of advertising that is done by the large users of space. The fact that there is an adverse trade balance against Canada in her relations with the United States is made use of in the following way: "The advertising of yesterday is responsible for a share of the unfavorable trade balance with Canada and the United States to-day. Another feature is the advertising of the American manufacturer which has enabled him to capture a big slice of the Canadian market.

In this connection the space used also advises manufacturers in Canada strongly against depending too much on the words "'Made in Canada," and urges that now is the time for the Canadian manufacturer to win the Canadian people by showing that his goods have other virtues besides being "'Made in Canada."

The whole series is remarkably well displayed and well written and should have exactly the effect in mind, that is the stimulating effect of advertising by local and national users.

The J. J. Gibbons Advertising Company have prepared a number of display advertisements which are being run in newspapers with the idea of stimulating advertising, and there is some very good material brought out in this series. One of them, which is headed "Publicity or Bankruptcy," begins with the statement that Bradstreets' statement is that 84 per cent. of all failures are among non-advertising firms. The reading matter following goes on to show the necessity of firms, although they are stocked with orders at the present time, keeping up their advertising campaign to meet conditions that will follow after the war. It cites the instance of the American Rolling Mill Company which has maintained its policy of continuously advertising although for over two years and a half it has been unable to supply the demand for its products.

Another of this same series of advertisements which carries the heading, "Watchman, What of the Dawn?" goes on to point out the necessity of the business people of the Dominion to be prepared in the fullest extent of the word for conditions that will follow after the war. The writer of the advertisements seems to be of the opinion that there will be plenty of business for manufacturers in this country and that when the manufacturers are busy why all other lines prosper as well. A rather telling paragraph in the display matter is as follows:

"If you stop advertising you begin to consume your capital, that is the goodwill you have built up by and with advertising. Or you begin to put yourselves, if you are manufacturers, in the hands of the middlemen, your travellers, or to trust in your personality to hold your trade. Your prestige is safer in the minds of ten thousand householders than a score of travellers or a hundred retailers. Do not be afraid to be influenced by successful men. Their advertising is continuous."

Becoming a Bigger Minded Man

WHAT is the difference between some men you know and others known to you? Why are some men earning $3,000 a year and some $30,000? You can't put it down to heredity or better early opportunities, or even better education. What, then, is the explanation of the stagnation of some men and the elevation and progress of others?

We are reminded of a story. A railroad man, born in Canada, was revisiting his home town on the St. Lawrence River. He wandered up to a group of old-timers who sat in the sun basking in blissful idleness. "Charlie," said one of the old men, "they tell me you are getting $20,000 a year." "Something like that," said Charlie. "Well, all I've got to say, Charlie, is that you're not worth it."

A salary of $20,000 a year to these do-nothing men was incredible. Not one of the group had ever made as much as $2,000 a year, and each man in the company felt that he was a mighty good man.

Charlie had left the old home town when he was a lad. He had got into the mill of bigger things. He developed to be a good man, a better man, the best man for certain work. His specialized education, joined to his own energy and labor sent him up, up, up. To put it in another way: Charlie had always more to sell, and the world wanted his merchandise — brain, skill and ability. Having more to sell all the time, he got more pay all the time.

Charlie could have stayed in the old home town; could have stagnated like others; could have been content with common wages. In short, Charlie could have stayed with the common crowd at the foot of the ladder. But Charlie improved himself and pushed himself, and this type of man the Goddess of Fortune likes to take by the hand and lead onward and upward.

Almost any man can climb higher if he really wants to try. None but himself will hold him back. As a matter of fact, the world applauds and helps those who try to climb the ladder that reaches towards the stars.

The bank manager in an obscure branch in a village can get out of that bank surely and swiftly if he makes it clear to his superiors that he is ready for larger service and a larger sphere. The humble retailer can burst the walls of his small store, just as Timothy Eaton did, if he gets the right idea and follows it. It is not a matter of brain or education so much as of purpose joined to energy and labor. The salesman, or editor, or manager, or bookkeeper, or secretary, can lift himself to a higher plane of service and rewards if he prepares himself diligently for larger work and pay. The small manufacturer, the company director, the broker—all can become enlarged in the nature of their enterprise and in the amount of their income — by resolutely setting themselves about the task of growing to be bigger-minded men.

Specialized information is the great idea. This is what the world pays handsomely for. And to acquire specialized information is really a simple matter, calling for the purposeful and faithful use of time. This chiefly.

One does not have to stop his ordinary work, or go to a university, or to any school. One can acquire the specialized information in the margin of time which is his own—in the after-hours of business. Which means: If a man will read the right kind of books or publications, and make himself a serious student at home, in his hours—the evening hours or the early morning hours — he can climb to heights of position and pay that will dazzle the inert comrades of his youth or day's work.

The Paper Market

IT IS interesting to note that the United States Government Printing Bureau will require 65,000,000 pounds of paper for the year 1918, for the War Department alone. This paper will cost approximately $4,000,000. It is, in other words, ten times the ordinary amount used by the War Department in peace times. The requirements of this department are estimated as follows:

25,000,000	pounds Mill-Finished Paper
4,350,000	pounds Super Calendar Book
1,500,000	pounds News Print
725,000	pounds Coated Book
15,500,000	pounds Writing Paper
5,400,000	pounds Bond Paper
2,100,000	pounds Ledger Paper
650,000	pounds Map Paper.
450,000	pounds Safety Cheque Paper
1,150,000	pounds Manilla Paper
2,500,000	pounds Bristol Board
1,600,000	pounds Binders' Board

As to Canadian conditions, the cost of production is constantly increasing, due largely to the shortage of man power and additional cost of coal and transportation. Although there has been a falling off in the price of pulp, the belief is expressed that it has reached the limit, and that a reaction will take place in a very short time. Our Government will require additional tonnage for war purposes, and with the exceptionally large demand upon the American mills, this will leave a larger demand upon the Canadian mills, as imports will undoubtedly be cut off to a considerable amount.

It is a well-known fact that practically no pulp or paper is being imported from European markets, and this simply means that the Canadian and American manufacturers are our only source of supply. With all these adverse conditions operating, it looks to us as though there will be a real shortage of paper within the next few months. We will continue to keep our customers fully advised from time to time, as we view conditions.—Trade letter issued by John Martin Paper Co., Winnipeg.

Efficiency is patriotism in a concrete form. Know your costs, and if your present field will not afford up-to-date methods, make a field through co-operation that will.

HAVE A UNIFORM STYLE FOR OFFICE PRACTICE

The Only Way To Avoid Muddled System.

UNIFORMITY in style of composition is something that should be practised in every newspaper office as a matter of good taste if nothing else. With this practice in vogue we are not apt to see "program" spelled this way in one column of the paper, and in the next column spelled "programme." The same with "inclose" and "enclose," "cheque" and "check," "jail" and "goal," "theater" and theatre," and so forth. But the practice of uniform style in composition includes more than good taste. It saves time, too. The reporter, editor or compositor of the newspaper which possesses rules for spelling, capitalization, punctuation, etc., is not perplexed when he familiarizes himself with the office style, and there is less marking in the proof room and fewer lines to be reset in the composing room. For the foregoing reasons alone uniformity of style in composition is undoubtedly a practice worthy of being maintained. Well conducted composing and editorial rooms usually have rules posted which read something after this fashion:

SPELLING

Insure, inclose, etc., not ensure, enclose.

Spell out Company where it is not immediately preceded by a short and (&).

Compound: Dining-room, sitting-room.

Following should be one word: Football, baseball, lightweight, middleweight, bedroom.

Following is correct: Program, realization, labor, bank cheque, jail, barque (a sailing vessel), pyjamas, theatre, centre, etc.

CAPITALIZATION

Smith & Co., Smith Company, Limited, Young Men's Christian Association, should be capitalized where association or society is part of the proper name. Liberal party, Conservative party is correct. Liberal-Conservative Association is right because this is a proper name.

Keep up Typographical Union, The Journal (when referring to The Oakwood Journal), Molson's Bank, Oakwood Hotel, St. John's Church. Keep down street, Thirteenth avenue, Don river Rocky mountains, except where the second word is part of the proper name, as Highland Creek.

Words of common usage which are derived from proper names should be kept down, as paris green, brussels carpet, etc.

Capitalize President when referring to the President of the United States, or any definite country under discussion. Also cabinet officers, such as Minister of the Interior, Postmaster-General, Governor-General.

Capitalize local public bodies such as City Council, Trades and Labor Council, Board of Trade, School Board, and his worship the Mayor of Toronto.

Keep up Southern Alberta, Western Canada, but keep down east and west where they occur by themselves.

Keep up Dominion Government and Provincial Government of Ontario, Quebec, etc.

Keep down state and province except where full name is given, as Washington State or Province of Manitoba.

PUNCTUATION

Following is correct usage: Prof. A. M. Smith, Professor Brown, Capt. T. A. Jones, Captain Scott.

John Smith Jr. of Winnipeg is in town.

A. M. Duncan M.P. of Regina.

Rt. Hon. Sir Wilfrid Laurier.

My right honorable friend.

Omit Mr. from names where initials or Christian name is given.

FIGURES

Omit comma in four figures, as in 1234 or $4000.

Spell out numbers up to ninety-nine, indefinite numbers and even numbers of large denomination such as four thousand, ten million, etc., except where used with other numbers requiring to be set in figures.

Use figures for dates, time of the clock and per cent., as August 1, 2 per cent., 1 o'clock.

DIVISIONS

Words of four letters should never be divided. Two-letter syllables at the ends of words should not be turned over, as ed, ly, etc.

Divide words according to Webster dictionary on syllables and vowels.

Words which begin with a single letter for a sylable must not be divided, as among, away, amount, etc.

QUOTATIONS

Title of novels and plays should be placed in quotation marks.

The foregoing is not submitted as an example of best style; every office has its own viewpoint on this subject. Neither is the subject complete. The foregoing is subinitted merely as an example which might serve as a guide to those who have not adopted a standard style for composition.

Editors Don't Work?

Listowel *Banner*.—*The Banner* is a bit behind this week on account of not yet being able to replace our linotype operator, conscripted a couple of weeks ago, leaving our limited staff too deep in work to see daylight. We're really in a worse fix than the lone farmer on 300 acres, but are getting along splendidly considering the circumstances. Just a trifle extra, the editor has had to run the linotype and here is one of the bouquets we had tossed us by a caller, on seeing us busy at the machine: "So you have to work yourself now?"

Many Goss Presses

A very effective piece of advertising has been produced and distributed to the trade by the Goss Printing Press Company. It consists of a folder containing a map of the United States and a portion of Canada, upon which are placed numerous stars. The stars represent various points where Goss printing presses have been installed, and in the central and eastern states these stars appear as thick as bees. The folder represents a very forceful piece of advertising.

Suppression Lifted.

An interim injunction lifting the embargo imposed by the Newfoundland government upon the *Daily Star* of St. John's, Nfld., has been issued by the Supreme Court. The publication was suppressed last week for editorial utterances held by the government to be detrimental to the operation of the Military Service Act. The court's decision allows *The Star* to publish pending a decision on the main question as to the power of the government under the War Measures Act. The government is considering an appeal to the Privy Council.

I know a Man
Who thinks Printers are Crazy
And Just to prove They are Crazy
Whenever he needs Any printing
He writes to Half a dozen Printers
And Asks them to Quote.
The other Day he had a Job
And So as usual he wrote for Bids.
The Lowest bid was
One Hundred and Sixty-five Cents
And the Highest Bid was
One Dollar and Ninety Cents.
He spent Twelve cents for postage
In getting His bids and
He spent Three Cents for his Envelopes
And he spent Four Cents for his Writing Paper
And he paid Eighteen Dollars a week to the
Clerk who wrote the letters and Licked the Stamps
And So
He sent the Job to the Lowest
Bidder, who bid One-sixty-five,
But it Cost Him Two-fourteen.
I Thank You.—*Albert M. Freeman,*
—in "The American Printer."

The *Toronto Telegram* on each Tuesday has a page headed "The Soldiers' Tely," with city news on both sides, advertising being excluded. The idea is that it is an easy matter to send this one sheet overseas by enclosing it in an envelope rather than sending the whole paper. The idea has met with a good reception.

NEWS ITEMS---MAINLY PERSONAL

British Columbia

T. A. Love of the *Gazette*, Grand Forks, was a Victoria visitor last month, attending the Masonic grand lodge meeting in that city.

Miss Mabel Durham of the Vancouver *Daily Province* has been touring the B.C. interior, writing up the various Red Cross Societies and Women's Institutes.

Jas. Grier, a well known Slocan newspaperman, who tried out journalism at Lomond, Alta., for a few months this spring, is back at Vancouver working as a compositor.

Recently W. B. Willcox of the Trail *News* took a little auto tour and during a two-day trip looked over four smelters. Besides the one in his home town he had a look through others at Greenwood and Grand Forks, and Northport, Wash.

Holders of defunct newspaper plants get scanty satisfaction out of the sale of the Hedley *Gazette*, which has been taken to Princeton and merged with the Star. Major Megaw claims to have parted with the *Gazette* at $2,500 less than it cost him.

M. A. Beale, who has been editor of the Cranbrook *Herald* for the past year, is succeeded this month by W. A. Myers, who fills the dual position of business manager and editor. D. A. Kay, who had the former position is with the *News*, Medicine Hat, Alta.

F. F. Simpson of the *Sentinel-Standard*, Kamloops, was a delegate to I.O.O.F. grand lodge at Penticton last month, making the trip in his Ford limousine, accompanied by Mrs. Simpson. H. W. Power, of the Kaslo *Kootenaian*, was also at the three links conclave.

H. W. Power of the Kaslo *Kootenaian*, who has been partner in the moving picture theatre in that town for a year, has retired from the business. There certainly was no money in it, as the *Kootenaian* boosted all the shows without stint and yet an even break was the best the proprietors got.

The *World* has just completed its third year under new management and new policy, although it is the oldest daily on the mainland of British Columbia. In spite of war conditions it has shown a marked growth in circulation, advertising and influence. On purchasing the paper, Mr. Nelson cut loose from party affiliations and adopted an independent course, and one which has fitted in with the new temper in Canadian affairs.

The annual meeting of the British Columbia and Yukon Division of the Canadian Press Association will be held in Vancouver on Friday and Saturday, August 23rd and 24th. Programmes and other information are being forwarded to the members who have previously been asked by the secretary to write suggesting topics for discussion at the meetings. The notices sent out are signed by Robb Sutherland, president, and by F. J. Durd, secretary.

An important change in newspaper circles on the Canadian Pacific Coast was made at the first of the month, when C. A. Abraham, a well-known publisher, and one of the foremost authorities on advertising in the Canadian field, joined the executive staff of the Vancouver *World* as an assistant to the managing director, John Nelson. In his new position Mr. Abraham will be in close touch with the growing volume of local and foreign advertising carried by the *World*, in which department he has special knowledge and experience. His long identification with the Winnipeg *Telegram* as advertising and later as business manager, together with his knowledge of Coast conditions acquired during residence in Vancouver, and his popularity in business circles insure him a hearty reception in his new relationship. Mr. Abraham is the second addition to the *World's* staff of late, Mr. J. K. Falconer having recently taken charge of the circulation department, transferring from the Edmonton *Bulletin*, where he has had a fine record in constructive circulation building.

Mr. G. F. Budden received a telegram on Monday from the Records Office informing him that his son, Pte. Herbert B. Budden, familiarly known by the nickname of "Bubbles," had been admitted to the 13th Field Ambulance suffering from a gunshot wound in the right hand. He had been discharged from hospital the same day, so evidently the wound had been of a trivial nature. Pte. Budden had been serving in the artillery when he was wounded on this occasion. This is the second time that he has been put out of action, having been previously hit and sent into Blighty a little over a year ago, when he was forced to undergo quite a long spell of convalesence. Pte. Budden left the staff of the Kelowna *Courier* to go overseas, and with the exception of his stay in hospital appears to have been kept pretty busy as near to flying German bullets as a man can possibly be. The presses in the *Courier* job plant are without a doubt mechanically looking forward to the time when he will be feeding them again.—The Kelowna (B.C.) *Courier*, August 8, 1918.

Alberta

The appointment of George D. Hunt, late Captain of the 49th Battalion, as food controller for the Province of Alberta, was announced. Captain Hunt was wounded at Vimy Ridge in April, 1917. Before enlistment he was for ten years editor of the Edmonton *Bulletin* and was formerly connected with various Ontario papers.

William Frank Hagen, former editor of the Alberta *Herald*, of Edmonton, was arrested at St. Paul, Minn., on a presidential warrant. Just prior to his arrest, which occurred in the offices of the Hagen Export Co., of which he was president, local military authorities raided his home upon suspicion of his being connected with German agencies in Mexico. While in Alberta he was suspected of pro-German activities, but he escaped to the United States. "I owe my allegiance to Germany. I am not a German-American, but I am a German citizen. It is too much to expect a subject of Germany to turn anti-German even under present circumstances," he said last night.

Saskatchewan

The Saskatoon *Phoenix* has been bought by the Northern Publishing Company, Limited, a new company represented by Charles O. Smith, formerly of the Port Arthur *Chronicle* and the London *Advertiser*. The new owners have already taken over the *Phoenix*. Mr. Smith will be managing editor.

Manitoba

Knox Magee, editor, announced that the Winnipeg *Telegram* newspaper, recently burned out, would resume publication early in August.

W. J. Healy, associate editor of the Winnipeg *Free Press*, has accepted the position of associate editor of the *Grain Growers' Guide*, the organ of the Grain Growers of Western Canada. He is a former Toronto newspaper writer, having for years been gallery correspondent of the *Telegram* at Ottawa. He succeeds Norman Lambert, formerly of the *Globe*, who has been appointed secretary of the Canadian Council of Agriculture.

Ontario

The St. Marys *Journal* has installed a two-revolution press.

Miss Irene Eedy, news editor, St. Marys *Journal*, is spending the month in Winnipeg.

William Hocking, father of Frank Hocking, foreman of the Milverton *Sun*, died at Mitchell.

Cecil Snider is one of the latest additions to the reportorial staff of the St. Thomas *Times-Journal*.

Carl Sovereign, a linotype operator on the St. Marys *Argus*, has joined the Royal Air Force, Toronto.

Flight Lieut. Uriah McFarlane, formerly of the Stratford *Beacon*, is on last leave before going overseas.

Ottis (Red) Wright of the composing room staff of the London *Free Press*, has left for Toronto to join the Royal Air Force.

The labor question is greatly affecting the newspaper offices of Stratford, St. Marys, Clinton and other Western Ontario towns.

C. E. Sutherland, late of the linotype staff of the St. Thomas *Journal*, is now connected in a similar capacity with the Toronto *World*.

Victor Sanders, cousin of Miss Sanders of the Stratford *Beacon* mechanical staff, was one of those lost on the Llandovery Castle, which was torpedoed by a German submarine.

A baby girl has been born to Mr. and Mrs. Harry B. Muir of London. Mr. Muir is advertising manager of the London *Free Press*.

J. Fred Young, late of the St. Thomas *Times* city staff, has been appointed St. Thomas representative of the London *Advertiser*.

A. W. Williams, foreman of the Toronto *World*, and family have returned to Toronto after spending a couple of weeks with relatives in St. Thomas.

Charles O. Smith, a former London, Ont., newspaperman, and lately of Port Arthur, has been appointed managing editor of the Saskatoon *Phoenix*.

Miss Florence Campbell, of the proof-reading staff of the St. Thomas *Times-Journal*, is spending a couple of weeks' vacation with relatives at Fingal.

A number of important changes are being made in the plant and premises of the St. Thomas *Times-Journal* following the recent amalgamation of the two St. Thomas papers.

Joseph Maloney has succeeded Charles A. Parsons as Western Ontario editor of the London *Advertiser*. Mr. Parsons has taken a position with the MacLean Publishing Co., Toronto.

The Brown-Searle Printing Co. have moved to new premises at 70-76 Pearl St., Toronto. An announcement of this fact was made on a two-color card of unusual typographical excellence.

The partnership of the firm of Harris & Co., owners of the Watford *Guide-Advocate*, has been dissolved. The business will be owned and conducted by the senior member of the firm, Mr. Thomas Harris.

Clarence Archer, 18-year-old son of Harry B. Archer, a linotype operator on the London *Advertiser*, and president of the Ontario Typographical Unions, died on July 22 from blood poisoning after a brief illness.

James Davenport, a former member of the staff of the Brantford *Expositor*, has died in Bramshott, Eng., hospital of pneumonia. He had been previously wounded. He leaves his wife and three children.

Miss Edna Bach, B.A., recently on the editorial staff of the Toronto *Daily Star*, and Lieut. C. Norwich, R.A.M.C., who has returned recently from service in Mesopotamia, were married in Toronto recently.

Charles Parsons, for some years Western Ontario editor of the London *Advertiser*, has taken a position with HARDWARE AND METAL, Toronto. Mr. Richardson, another *Advertiser* man, is now in Toronto with the Gagnier Co.

William Powell, formerly business manager of PRINTER AND PUBLISHER, and his son, have taken over the Waverley Press in the eastern section of Toronto. They will make a specialty of writing, designing and printing direct advertising matter.

A. E. Donohue, a former linotypist on the Brantford *Expositor* and St. Thomas *Journal*, and now in the army, was aboard the City of Vienna which struck a rock and went down off the coast recently. He was rescued.

Ptes. Arthur Donahue and Cecil Covell, formerly of the staff of the St. Thomas *Journal*, were on the troopship City of Vienna, which was recently wrecked off the Atlantic coast. Both escaped injury but lost all their belongings.

William G. Rooke, of Toronto, and Charles Higham, of London, England, were elected Vice-presidents of the Associated Advertising Clubs of the World at the closing session of the organization's fourteenth annual convention at San Francisco.

William H. Ingram, a former St. Thomas man and one-time Paris representative of the Brooklyn *Eagle*, is now on the staff of the London *Morning Post*. He recently reported a big American ball game in England which was attended by King George.

James Davenport, a member of the Brantford *Expositor* staff, was officially reported as having died of pneumonia at Bramshott Hospital. He left with the 125th Battalion and was wounded in France. He contracted an illness while convalescing. He leaves a widow and three children.

Arthur Corbett, a well known Chicago newspaperman, formerly of Woodstock, Ont., has enlisted in the American army and will soon go overseas. He and his wife, were the subjects of a handsome presentation by friends on the occasion of a recent visit to Woodstock and district.

Edward Stein, a veteran linotype operator on the London *Free Press*, is laid up with typhoid fever, and will be away from work for several weeks. He was to have represented the London local at the International Typographical convention at Scranton, Pa., but will be unable to do so.

Will C. Riddell, who was named advertising agent for the Grand Trunk Pacific Railway, with headquarters at Winnipeg, is an old Port Dover boy who learned the printing trade. As a "jour" printer he worked in a number of Ontario towns, including Simcoe. He was at various times employed by both town papers.

The Renfrew *Mercury* has entered upon its 48th year. Mr. Smallfield takes a peculiar pride in keeping his paper well up to the front of worth-while weekly papers, and he succeeds to a very remarkable degree. Apart from his newspaper work Mr. Smallfield has been a good citizen of Renfrew, trying in every way to measure up to the responsibilities that have rested upon him.

Thamesville *Herald*: Mr. Thos. Harris, who for many years has successfully published the Watford *Guide-Advocate*, has decided to retire from the active management of it for a time, on account of ill-health. His fellow-editors in this district are glad to know that Mr. Harris will continue the editorial management of the paper, which is always a neat and newsy sheet, and a credit to Watford.

Capt. Fred Hubbs, former editor of the Hastings *Star*, has returned from Switzerland, where he was interned for the past 17 months. In relating his experience when captured by the Germans he said: "The battle of Zillibeke in June, 1916, needs no review. Our battalion went in 900 strong, and we came through with only 62. I was in charge of the machine gun section and only one escaped."

W. F. HERMAN

Who has just completed deal for purchase of Windsor "Record."

J. E. McConnell, of the firm of McConnell & Fergusson Advertising Agency, has been named head of the Canadian Association of Advertising Agents of Canada. The association held its annual convention at Toronto. Every advertising agency in Canada, with the exception of one in the Maritimes, was represented at the convention. E. D. Desbarats, Montreal, retired from the presidency, and the Londoner was honored with the unanimous choice of the association as its new head.

Charles L. Barker has resigned as editor of the Windsor *Record*, a position he has held for the past seven years. He joined the staff 22 years ago as office boy after leaving high school and for the greater part of this period was identified with the *Record*. For the present he will continue as secretary of the Essex Border Utilities Commission, with offices in Windsor. Alfred J. West, news editor for the past three and a half years, succeeds to the editorship.

To stimulate interest in the conservation of food campaign initiated by the Canada Food Board, Rous & Mann, lithographers and printers of Toronto, have designed and produced a very artistic display poster for educational purposes. It has been donated free to the board, and in very clever manner illustrates Canada's great bounty of fish and vegetables which are urged in substitution for wheat, meat and fats in order that the latter products may be saved for the Allies.

The reorganized staff of the St. Thomas *Times-Journal*, following the amalgamation of the *Times* and the *Journal*, includes a number of the former staff of the *Journal*. Among them are J. Ellison Young, editor; L. M. Bradley, advertising manager; L. B. Birdsall, city editor; Miss M. McMullen, proof-reader Arden Small, linotype operator; George Hill, news department, and Miss T. Cluskey, of the mailing staff. Miss Garland and Miss Rourke, long associated with the *Journal's* business office, remain in similar capacities with the Sutherland Company, Limited, in the *Journal* building.

On the eve of his departure for London, Ont., where he will be connected with the firm of Messrs. McConnell and Fergusson, C. W. Reynolds, for some time editor of the Industrial Pages of the *Globe*, was presented by the members of the editorial staff with a handsome ornamental vase. The presentation was made by Stewart Lyon, who spoke appreciatively of Mr. Reynolds' work on the *Globe* during his five years of service and expressed the hope that at some future date Mr. Reynolds might return to the field of journalism. A beautiful bouquet of crimson roses was given to Mrs. Reynolds.

Chicago *British American*: Alonzo T. MacDonald, formerly general manager of the Washington *Herald*, has become business manager of the Chicago *Herald Examiner*. Before going to the *Herald* Mr. MacDonald was general manager of the Toronto *Daily News* and managing editor of the Toronto *Globe*. Mr. MacDonald, who years ago was editor of the Chatham (Ont.) *Daily News*, was born in Huron County, Ont., 54 years ago. He managed the Louisville *Herald* in 1903-9 and later was head of the Louisville Bureau of Industries. At that time he was a leader in the Scottish Society of Louisville. His parents hail from Inverness, Scotland.

Mrs. McDonald, of Chesley, wife of the Provincial member for North Bruce, who is also editor and proprietor of the Chesley *Enterprise*, met with a very painful accident recently when the gasoline with which she was cleaning a dress became ignited while she poured it from one vessel to another. Some of the gasoline splashed on her dress and she was soon a mass of flames. Mrs. McDonald with great presence of mind wrapped herself in a thick rug and called for help. A neighbor came to her assistance, helped to put out the flames and summoned a doctor. Although she is in a serious condition, the doctors are hopeful of her recovery unless complications set in. Both her daughters had left the house only a few minutes before the accident happened.

The Collingwood *Bulletin*, on the 18th of July, began its 49th year of publication. The paper was started when Collingwood was a place of a couple of thousand, David Robson being the first editor and proprietor. Speaking of the changes since 1870 the *Bulletin* says: "The commercial section of the town is to-day almost in new hands, scarcely more than two or three of the old names being found on the list of the business places. The trade of the town has also changed. The shipping has been transferred from the old "wind-jammer" to the steel bulk freighter, while shipbuilding has moved from the wooden tub and schooner to the largest and finest steel vessels. The residential section of the town has been enlarged until to-day it is not confined to a few streets, but extends many, fine homes being found in various parts. . . ."

Wm. Dougall, Flt. Com., is reported missing. He was identified with the reportorial staffs of the former *Daily News* and the former *Chronicle*, of Port Arthur, a very bright and engaging young man who made many friends and admirers in both cities. His record at the front was a brilliant one. He left here with the 52nd battalion, and it was while with this section of the Canadian forces that he was wounded and earned his military cross decoration. After recovery from his wounds, he became officer commanding bayonet training at Bramshott, and later he was connected with the defence of London corps. About eight months ago he joined the flying corps and after finishing his training went to France. It is presumed that he took an important part in aerial work in the present offensive.

Mrs. Wm. Sutherland, widow of the late William Sutherland, founder of the London *Free Press*, died at her home in Glencoe, Ont., July 10th. Mrs. Sutherland was born in London, Ontario, and is survived by four sons and two daughters. Two sons and three grandsons are engaged in journalistic work, A. E. Sutherland is publisher of the Glencoe *Transcript;* Robb Sutherland, until lately manager of Nelson, B.C., *Daily News*, president of British Columbia and Yukon Division of Canadian Press Association, now engaged in Associated Press work in Western Canada; Charles W. Frederick, publisher of Peace River *Record;* W. F. Sutherland, associate editor of *Power House* and *Canadian Machinery*, Toronto, and Sergt. J. Bruce Sutherland, formerly sporting writer on Nelson *Daily News*, now serving overseas.

The largest picnic in the history of the Methodist Book Room was enjoyed by upwards of 800 employees at Queenston Heights, the party leaving by the earliest morning boat and returning by the steamer *Chippewa* at midnight. This was the 30th annual picnic of the concern. A feature of the occasion was the presentation of a delightful bouquet of roses to Rev. Dr. Briggs, steward of the company. Games and sports of all sorts were enjoyed, and when the party was returning on board the *Chippewa* they indulged in what was characterized as the largest sing-song ever held on board this steamer. A feature of this song fest was the baton wielded by Watson Ross. It was about six feet long and imposing in appearance. All arrangements were in charge of Watson Ross, Bert Warner and J. Baxter.

A presentation to a respected and valued employee of the Hamilton *Herald* took place in the *Herald* office when R. B. Harris, secretary-treasurer of the Herald Printing Company, handed to Samuel Nieman a wrist watch and purse of money on behalf of the Herald Company and its employees, and a money belt from the *Times* and *Spectator* advertising staffs. Mr. Nieman has been called to serve under the colors in the United States, whence he came several years ago. He has been on the *Herald* advertising staff for about five years, and has been popular with advertisers and his comrades in the *Herald*, as well as his colleagues of the *Times* and *Spectator*. Mr. Harris, in making the presentations, expressed the regret of the Herald Company and its employees at losing his services and comradeship, and wished him godspeed and a safe and quick return from the front. Mr. Nieman has since left for Indiana, where he will join the United States army.

At a meeting of the board of directors of Canadian Press Limited held in Toronto the resignation of J. F. MacKay, a member of the board from the inception of the organization, and its first president, was accepted with deep regret. It was moved by J. H. Chevrier, of Montreal, seconded by I. E. Robertson, Toronto, that "this board, having learned of Mr. MacKay's withdrawal from daily newspaper work, accepts his resignation from the board of directors of the Canadian Press Limited with sincere regret Mr. MacKay while president of the board was a courteous and efficient presiding officer, and as a member of the board was ever active in furthering the interests of the organization. While regretting his retirement to another field of activity, the Canadian Press Limited wishes him the success which his unselfish devotion to duty won for him in the field of newspaperdom." Stewart Lyon, of the *Globe*, was appointed a director to fill Mr. MacKay's unexpired term.

One of the latest to don the khaki of Uncle Sam is Wallace M. Findlay, editor of the Willys-Overland *Starter*, the official house organ of Willys-Overland, Inc., which circulates weekly to all Willys-Overland employees and dealers. Mr. Findlay has had charge of this publication ever since it was started in November, 1916, and has made it one of the most successful house organs in the automobile field, his personal editorials under the signature of "W.M.F.," being widely quoted. Although by birth a Canadian, and turned down by his own country for slightly impaired vision when he endeavored to enlist in the Canadian service, he waived all exemption claims when his number was picked in the selective service call, and has left with the other Toledo "selects" for Camp Sherman. Mr. Findlay went to Toledo in February, 1915, from Toronto, where he had been advertising writer with the Gibbons Advertising Agency. Previous to this he was a member of the editorial staffs of the Toronto *News*, Brantford *Courier*, Guelph *Herald*, and other Canadian newspapers. The boys of the Willys-Overland tendered Wallace M. Findlay a beefsteak dinner at the Lile Club and presented him with a gold Elgin wrist watch.

Maritime

The Nova Print of Halifax is advertising their plant for sale.

The Chronicle Publishing Co., for the past month have had a subscription contest.

William Ware, formerly of the Wecks Printing Co., is starting a plant of his own and will probably put in a linotype.

Mr. E. W. Walker who was with the Darmouth-Halifax County Printing Co., is starting a job printing plant in Dartmouth.

Senator Denis of the Halifax *Herald* is working hard in his shirt sleeves in the absence of W. H. Denis who is away on a holiday.

Some of the small printing plants in Halifax and Nova Scotia are for sale owing to shortage of help and not being able to make their plants pay.

The Miramichi *News* has suspended publication, its editor, J. Frank Quinn, accepting a position on the French paper, *L'Acadien*, published at Moncton, N.B.

The *Herald, Evening Mail, Daily Echo* and *Morning Chronicle*, of Halifax, announce that the price of these four newspapers will be increased from two cents per copy to three.

All the printing and bindery offices in the Maritime Provinces are busy and it is caused to a large extent by the shortage of help. In Halifax there is an unusual volume of printing being done.

The printing offices are very busy in Halifax and one large printing establishment is running in two shifts. The scarcity of monotype operators makes it doubly hard in the Maritime Provinces for owners of monotypes. It would be advisable for the makers of monotypes to keep their eyes open to secure any returned soldier who is able to operate a monotype.

Fredericton *Gleaner*.—Mr. W. E. McMonagle, of the reporting staff of the St. John *Standard*, has taken over the legal practice of Mr. J. M. Keefe, Grand Falls, who recently joined the colors. Mr. McMonagle, who graduated in law about a month ago, has been an efficient member of the *Standard* staff for the past three years. Two other St. John newspaper men who graduated from the St. John Law School are Mr. Bruce Robb, of the *Times* staff, and Mr. Thomas O'Leary, of the *Globe*.

Newfoundland

H. Y. Mott, assistant press censor, is now visiting Canada.

A new linotype has just been installed by the *Advocate*, of St. John's, by which they hope to handle much of their job and advertising work.

An appeal to the Privy Council is said to have been granted in the case of the St. John's *Daily Star* and the Newfoundland Government.

Hon. W. F. Coaker, president of the Union Publishing Company, publishers of the *Fisherman's Advocate*, is touring the Eastern Coast of Newfoundland.

At the recent session of the Anglican Synod in Newfoundland, the manager of the *Diocesan Magazine* reported a substantial balance to its credit for the first time for many years.

William Reid of the Beveridge Paper Co., of St. Jehn, N.B., spent the early part of July in Newfoundland introducing his company's products to the printers of this Dominion.

A. L. Barrett, manager of the *Western Star*, of Curling, spent a two weeks' trip along the East Coast during the first half of July, and also took in the Anglican Synod at St. John's.

J. D. S. Barrett, who has been engaged in newspaper work in Western Canada, returned to his old home, Twillingate, the first week in July, having accompanied his wife who is seriously ill. Mr. Barrett founded the *Enterprise* of Blairmore, Alta., when the present editor was in his employ.

J. S. Curie, M.H.A., editor of St. John's *Daily News*, who was appointed to the Empire Newspaper Commission, left for Canada the first week in July where he joined the Canadian Members of the Commission and sailed for England. Mr. Currie is not likely to get back till the middle or latter part of September.

The appointment of J. R. Goodison, M.H.A., as Acting Press Censor has met with anything but cordial reception from the newspapermen of Newfoundland, and is looked upon more as a political expediency for party purposes than otherwise, else why should all the brethren of the Fourth Estate in the Dominion be passed over and a novice placed even over the head of the assistant censor, who is an old newspaper man?

The first Newfoundland Victory Loan closed on 27th July, and the amount allotted for the Newfoundland market has been considerably over-subscribed. All details are not yet in, but present indications point that the over-subscription will amount to fifty per cent. of the original allotment. This is the first time that a Government loan has been placed on the Newfoundland market. An advertising campaign was conducted in most of the Dominion papers, but the total amount spent in advertising the loan is not

yet known. In addition to the advertising, the papers kept the subject alive through write-ups. Mr. Stevens, of the Bank of Montreal, conducted the advertising campaign on behalf of the Newfoundland Government.

Writs against the *Fisherman's Advocate*, of St. John's, Nfld., for alleged defamation, were issued from the Newfoundland Supreme Court on 24th July. The words complained of are those accusing the controllers of the St. John's *Daily Star*, or some of them, of being pro-Germans, exception being taken to an editorial article of the *Advocate* of July 20. The damages asked are as follows: *Daily Star* Publishing Co., Ltd., $10,000; Hon. R. A. Squires, solicitor, $10,000; H. M. Mosdell, editor, $5,000; D. R. Thistle, business manager, $5,000.

The Dead

The news of the sudden death of Mrs. Lambert, wife of the editor of the Mt. Forest *Representative*, was quite a shock to her many friends in town. Mrs. Lambert had not been overly well for a number of years, but was in her usual health at noon on Friday. After dinner Mr. Lambert went out for a few moments and on his return found her in a dying condition.

The death took place in Vancouver of a former widely-known Oxford man, Charles G. Cody. The deceased was in his 65th year. He is survived by his wife and one daughter. Mr. Cody spent his early days on the farm, then went to Woodstock and entered the employ of the Woodstock *Sentinel*. From there he went to the Lindsay *Post*. In 1906 he went to Vancouver.

The death occurred at his home, 399 Keele Street, Toronto, after a lingering illness, of Bassett Blewett, who was a grain-buyer in Blenheim until about twenty years ago, when he removed to Toronto. He was connected with the American Customs Department here until four or five years ago, when failing health compelled him to give up his work. The deceased leaves a widow, Mrs. Jean Blewett, whose literary work is widely known; a son, J. G. Blewett, of Edmonton, Alberta, and a daughter, Mrs. E. A. Kelly. Mr. Blewett had been confined to his bed for a year and a half. He was connected with Howard Park Methodist Church.

Lithography

IN the comparatively short space of thirty years, said Joseph Goodman in an address delivered to members of the Institute of Printers and Kindred Trades of the British Empire at the St. Bride Foundation Institute in London, Germany had become a productive industrial manufacturing country owing to the wealth she had accumulated, largely from ourselves. He believed there was a great future for lithography in Great Britain if Britishers only took that interest in their work that Germany did.

Mr. Goodman began with Senefelder and his accidental discovery of the art through jotting down his wife's washing account on a litho stone, and the chance dropping of acid thereon, which revealed the fact that the acid rejected the greasy ink. Thus it was demonstrated that a design could be etched with the aid of nitric acid. After dealing with intaglio and relief work, the lecturer came to the lithographic, or flat surface, process, incidentally referring to Senefelder's description of his discovery of the chemical operation.

Pictures were shown of the first litho presses, which Mr. Goodman described in detail, pointing out the development from the stationary to the travelling stone, and on to the "mangle" style of cylinders. Efforts to secure pressure on the stones, which led to great destruction among them, gave place to rubbing methods. Admiration was expressed of the inventor's perseverance in the face of many difficulties, for he had to make his own materials.

Specimens of early prints were then shown, following which came illustrations of various modern presses. To-day, said Mr. Goodman, they found in Germany and other parts of the continent the old type of press, with the lever on which the operator stood.

EVOLUTION OF LITHOGRAPHIC PRINTING

Two-color presses were then dealt with, from which the lecturer passed to the metal stage, the year 1886 being noted for the production of the first successful machine for printing from the coated surface of zinc plates. The first rotary litho was built by Furnival, of Reddish, only it was designed by a draughtsman who embodied several drawbacks, which Mr. Goodman condemned. Tin printing showed the versatility of lithography. It was gratifying to hear that the first rotary tin printer was built in England, at Mann's works, although the principle must go to the credit of Germany.

A fascinating description was given of Orloff's ingenious method adopted to defeat the forging of paper money in Russia.

Following a reference to the stencil process, Mr. Goodman elaborated the offset development, which was another accidental discovery, the failure of the feeder to serve up the paper leaving the rubber blanket to take the impression and set it off on to the back of the next sheet, revealing a better result than the direct print. A picture was shown of Rubel's first machine, made in Great Britain, by Jackson's, of Bury. In spite of defects in the machine, Mr. Goodman was able to assist in the first demonstration. Into the Potter offset rotary press the lecturer had the honor of introducing zinc.

Glancing at multi-color work, the audience was taken on to photography, and the elimination of the dots of half-tones in the production of high lights. Ceramic and textile printing was described, followed by the use of gelatine in the making of cinematograph films. Mr. Goodman mentioned the initial work of the printing school at Liverpool, where he was instructor in multi-color photogravure, intimating that the instruction there enabled a student to understand the whole process from beginning to end.

Caught the Editor.

Jeremiah A. O'Leary, a fugitive from justice since the eve of the date set for his trial on a charge of violating the Espionage Act by publication of seditious matter in the anti-British periodical *Bull*, and later indicted for conspiracy to commit treason, was arrested at Sara. Wash., and is on his way back to New York in custody of Federal agents.

Where decorative initials are used, the most pleasing results occur when the shape of the initial conforms to the shape of the type page.

Half-tone Cuts

THE printing surface of an ordinary half-tone plate consists of a succession of elevated dots or points alternating with depressions. The elevated points carry the ink to the paper while the depressions are free from ink and therefore leave white spaces on the paper.

The number of dots per square inch is determined by the fineness of the screen used in making the photographic negative on the metal plate.

Obviously a very fine screen half-tone cannot be printed to best advantage on a paper of coarse grain and rough texture. And a coarse screen cut cannot be effective when printed on highly enameled stock. In the former case the fineness of the engraving results in a blur of ink upon the sheet. In the later case the hard, smooth surface of the paper emphasizes the mechanical coarseness of

For example, a half-tone cut as fine as two hundred screen can be printed on White Mountain Enamel, resulting in the most exquisite delicacy and refinement of feeling. The same design printed on the same paper from a half-tone cut of sixty line screen will result in a "dizzy" picture with practically no sharpness of detail.

On a supercalendered book paper the two hundred line cut will print a blur, if not an actual blot. The sixty line cut printed on the same paper will be distinctly clearer and sharper in detail than was the sixty line cut on the enameled paper.

The two hundred line cut will scarcely be printable on ordinary newspaper stock while the sixty line cut will show to excellent advantage.

Between these extremes there are innumerable possible combinations of paper and of cuts. And the buyer of printing must not expect his printer to produce uniformly perfect results on any booklet, catalog, folder, pamphlet, circular or broadside unless all cuts are proper screen for the particular kind of paper on which the job is to be printed.

Allowances may, at times, be made for differences in the subject-matter and the character of the originals from which the engravings are to be made. A dainty face, a piece of silken fabric or a delicate flower may possibly justify the use of a finer screen cut than an iron casting, an automobile body or a steam shovel, even though all pictures are to be printed on the same grade of paper.

For all ordinary purposes the following table may be taken as a safe guide to follow in ordering half-tone cuts for use with various grades of printing paper.

For Fine Enameled Book Papers	Use 150 to 175 Screen Cuts
For Dull Finish Stock	Use 120 to 150 Screen Cuts
For S. & S. C Stock	Use 100 to 133 Screen Cuts
For M. F. Book	Use 100 to 133 Screen Cuts
For Bond and Ledger Paper	Use 85 to 100 Screen Cuts
For News Print	Use 65 to 85 Screen Cuts

.....Use 65 to 85 Screen Cuts

When in doubt use a coarser screen rather than a finer screen.—(Paragrafs)

Tone harmony occurs when tones sharing some common quality are used, or lacking this, the differences may be reconciled by varying the quantities of the tone used.

The Specialized Newspapers

Why the Daily Press Does Not Publish the Important Information Bearing on Conduct of the War is Explained by Col. Maclean—The Business and Technical Newspapers Have Made Careful Study of Conditions

LIEUT.-COL. John Bayne Maclean, president of the MacLean Publishing Co., has been writing for MACLEAN'S MAGAZINE a strong series of articles on the war which have without doubt been creating more interest among Canadians than any other articles published. They give a clear insight into conditions under which we are working and go into a great many points untouched by the daily newspapers. In the July issue of MACLEAN'S Col. Maclean, deals with the influence of the specialized business paper and explains why it is in position to give its readers definite, practical information that the daily press either has not access to or not the specialized writers to present it properly and intelligently. His article says:

"The question has been asked many times how it is that the big daily newspapers have not had access to and thus have not published the long series of important and conclusive information bearing on the war and political problems that have appeared in our columns. Do we know more than the dailies? Generally, no; on many matters, yes.

"The writers on the dailies are far better informed on a greater variety of current topics of general interest than we of the specialized press, but we have the advantage in our much more thorough knowledge of a number of particular topics.

"The dailies are the general practitioners of the newspaper profession, while the financial, business, technical, agricultural and other class newspapers are the specialists. In fact the smaller dailies and rural weeklies are to some extent specialized also, in that they devote the greater part of their space to local problems. Many weeklies now give no space to national topics excepting where they affect local conditions. One rural editor told me that when Queen Victoria died not a line appeared in his paper, but that week he devoted a column obituary to an old resident in a back township.

"Specialized newspapers are a development of the last half century, to fill a demand for more complete news on certain important topics than the daily papers can afford to procure or give space to. Many of the greatest class papers are little known outside of their own field; but there, if they are well edited, they are very powerful and have built up such a reputation as accurate, honest, fearless authorities that the good will of any one of half a dozen leaders is valued at more than the good will of combined dailies of Toronto. The *Iron Age*, for example, the weekly authority in the metal manufacturing industry, is valued to-day at over $3,000,000.

"Some years ago the city of Toronto paid the editor of another class paper $10,000 for his advice on an engineering problem which he prepared in his spare time. You can estimate the value of his regular weekly services to the permanent readers of his paper. Notwithstanding this there are some newspaper editors in Toronto who are still so far behind progress that they want such papers suppressed that they may have a monopoly of news selling. The manipulation of the Associated Press in the interests of inefficiency shows what would happen if they had their way.

"Many of the specialists on the class papers are recruited from the best writers on the daily press, and there may be several of them, highly paid, studying, investigating, travelling at great expense in the interest of papers that have not more than 2,000 to 3,000 subscribers. But these subscribers may be the most important men in the country, having invested in that particular field tens of millions in money and employing or depending upon them hundreds of thousands of Canadians; and who depend, for their most important news, upon these specialized newspapers.

"There is another great difference between the work and training of the general and the specialized writer. The chief aim of the former is to seek out the current, novel and sensational, and to write and to display it in the way best calculated to attract attention and promote the street or newstand sales of his paper. He must be most careful to please his readers by expressing no opinions or by appealing to their prejudices. Otherwise they will buy a competitor's paper next day. There are, of course, some outstanding exceptions where a paper is so much stronger than others in its field that it can afford to be, and is, independent.

"The specialists must not only follow their own particular lines and keep in touch with all the topics handled by the general writers as they affect their readers, but must dig deeper down. The general writer's work is done when he records happenings, sometimes inaccurately and unfairly for lack of time. The writers in the business papers must also study the immediate and future effects on the investors and men and women employed in his particular industry and indirectly on the whole country.

"Again, the general writers cover primarily the official world, and the chance occurrences that originate there, from the police and fire halls, courts, municipal buildings, small ward politicians, public meetings, conventions and on up to the departmental officials and professional politicians and wire pullers at the provincial and national capitals. We do not pay as generously as we should, and there is no doubt we have many able men in our public service and life who could earn more elsewhere, but who are enthusiastically and conscientiously devoted to their work. But a great many are mediocre in ability and regard their jobs as the life pensions for party services. Yet these are the men who, to a great extent, inform or misinform, and inspire the general writers, the Associated Press and special correspondents.

"The special writers come in contact with very few of this class. They have to handle the big problems, and their information must come from the highest sources. Their daily life is spent among the leaders in finance, industry, business, agriculture and labor. If it is a question affecting business they must see the Cabinet Minister in whose department it is, or the Prime Minister himself. And usually he is just as anxious to see the specialist as the latter is to see him, for often he knows more about the matter and the effect it may have than does the Minister. If it is a big railroad problem the presidents must always be seen. An important financial matter calls for an interview with the ablest bankers or other specialists. All for information, not inspiration or advice. The class newspaper specialists must see other sides to a question and act on what is in the best interests of all—the general public as well. Also they must be accurate whether it pleases their readers or not.

"In the evidence which came out in the correspondence seized by the Government in the grocery and in the metal trades combines investigations some years ago many letters were made public showing the strenuous, but unsuccessful, efforts that had been made by some of the big men in these powerful organizations to secure the support of *The Canadian Grocer* and *Hardware and Metal* to policies that we, with our broader outlook, saw would rebound, as they did rebound, upon the promoters. Two of the men who were defendants in these cases were big enough to tell me since that we were right. It is interesting to note now that for years I was accused of being in league with these combines. The publication of some of the seized correspond-

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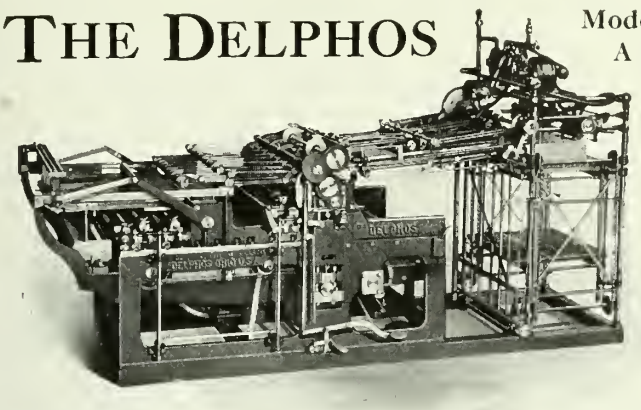

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ence and minutes showed that while our relations were friendly I had refused right along to be their organ. Our policy lost us many thousands of income in advertising, but became an asset in the increased confidence of our subscribers.

"What I have written is in explanation, not condemnation, of a condition and a system the world over. In proportion to population no country is more honestly or better served by its big dailies than is Canada. But they are liable to be misled by men seeking to gratify their own envies or prejudices. The Canadian Associated Press as it exists to-day originated in my own office—see records Canadian Press Association—at a time when British news came to us through New York, where it was sometimes doctored to meet the prejudices of certain U. S. readers to such an extent that it was developing a misunderstanding of the motherland in Canada.

"But the C. A. P. can even now be unfairly manipulated. When Colonel Bruce and his committee of Canadian officers on Sir Sam Hughes' instructions investigated our medical organization he uncovered fearful conditions due to inefficiency, favoritism, neglect, under which our men suffered and millions of Canadian money was wasted. Sir Sam's enemies and the men responsible for this state of affairs brought influence to bear, and an Imperial officer, Sir William Babtie, was requested to pass on the Bruce report, which he did in very unfavorable terms. Influential in the Associated Press were certain Canadian newspapers which were fanatical in their dislike of Hughes, and the Babtie report was played up right across Canada. Then a peculiar thing happened. The report of the committee investigating the Mesopotamia affair showed that Babtie was the man chiefly responsible for the medical arrangements that will go down as one of the most disgraceful occurrences in our military history. Yet the Canadian Associated Press in dealing with this gave all the other names, but carefully omitted any reference to Babtie and the severe exposure of his incompetence. Not a word of this got out in Canada until we published the real facts in *The Financial Post*, taken from the original reports in our own office. The London papers of that date were then referred to and it was found that none of them suppressed Babtie's name, which suggested conclusively that certain interests behind the C. A. P. had intentionally omitted it. It is needless to say that such tactics created intense indignation among the more reputable dailies. It was brought up at a meeting of the C. A. P. but certain Toronto interests have so far succeeded in side-tracking a free discussion.

"The specialist in journalism leads a strenuous life. He is constantly in conflict with rival interests and he must ever be on the alert to avoid being misled. The only advice I got from my chief, when I began to specialize on finance and business, was: "All men are liars when their pockets are affected; verify everything." I have not found them so. I have seldom been misled by a big man. But small men hedge or are untruthful.

"The problems and information I have been dealing with in these columns may be new to the general writers on the daily press, but they have been more or less part of my daily life for well over thirty years. We have had to follow them for their immediate and future effect upon the business interests of the country. And I have had the additional advantage of twenty-eight years' continuous service in the Canadian militia, nearly all of it as an Adjutant or Commanding Officer. Add to it the control for many years of the *Canadian Military Gazette*, in our long fight for the Army against Headquarters inefficiency and political interference. Finally a short experience attached to an Imperial Cavalry Brigade, with Gen. French in command and Haig as one of his staff, gave me an insight into British army conditions as they are; and an increased admiration and respect for the splendid capacity of our military leaders, if given the support and opportunity our damnable politicians refused them.

"International affairs have not hitherto come within the sphere of Canadian writers, and I have had perhaps a little more experience than the average Canadian journalist. My best friends in Europe for many years were two Tory journalists, J. M. Maclean, M.P., a relative of the former Canadian Chief Justice, born in the West Indies, educated in England, lived many years in India; and Lord Glenesk, owner of the *Morning Post*. The big political problems of Empire were their constant topic of conversation and correspondence. They feared the present international developments. Premier Salisbury's inactivities and his and Balfour's surrenders to Germany and Russia in the East worried them. Lord Glenesk considered the Asquith Ministry a positive danger to the Empire. Writing me shortly before his death he said: "I am sure that your active intelligence and powers will be steadily worked at this crisis when the doings of our new ministry are tending to imperil so much of what you and I hold precious." He clearly saw where such a group of incompetents were leading the Empire.

"I would have been very useless, indeed, if, with all these experiences I had not gained a fair knowledge of actual conditions and come into most cordial and confidential relations with a number of the truly great British soldiers and sailors who have been doing some of the big work in this war. Some of them have not hesitated to write me frankly and fearlessly in endorsation of the policy I have been following.

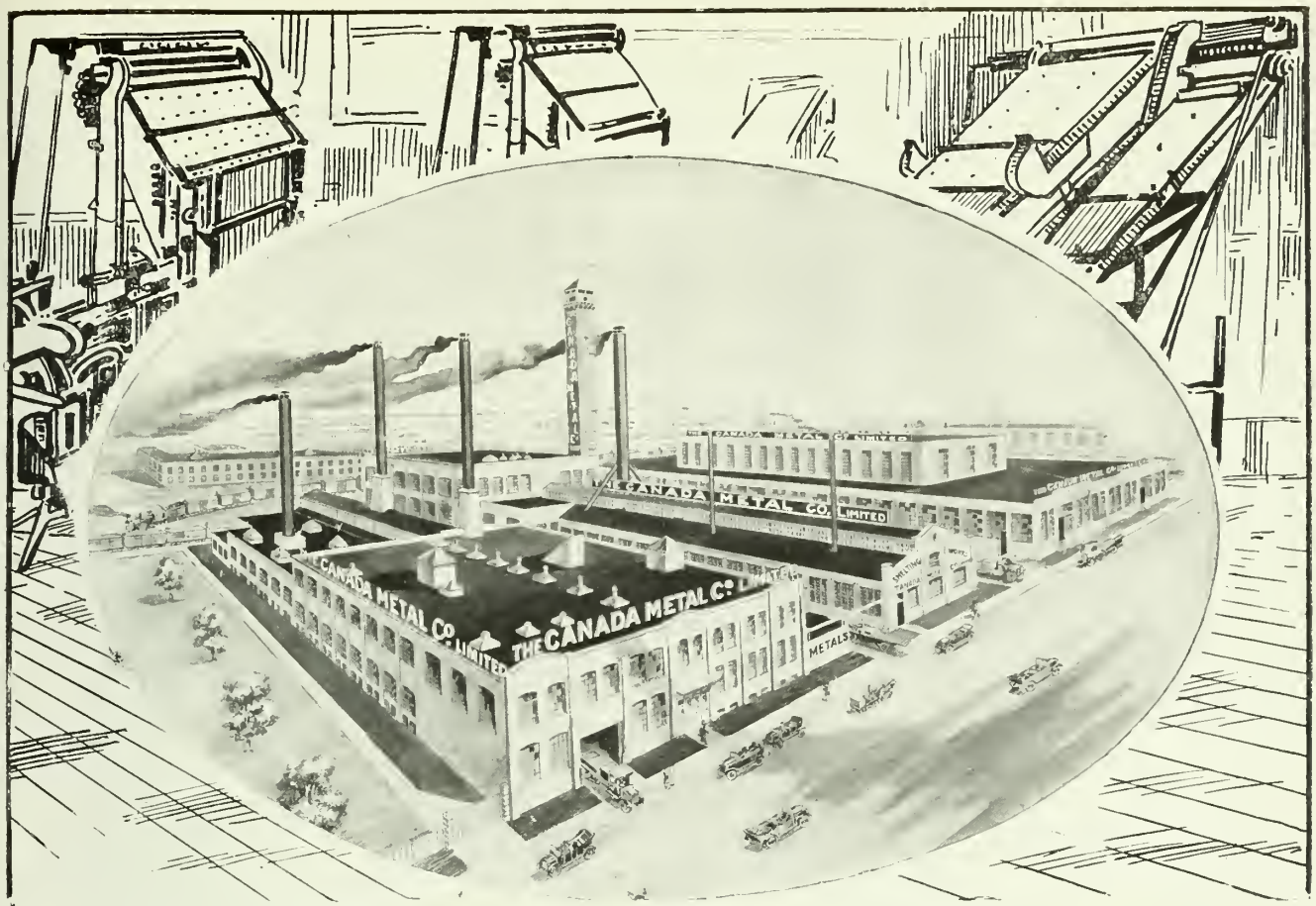
"Anyone with common-sense can see there is no miracle in obtaining the information I have published, or in pleading for the changes absolutely necessary to help our army and navy to win the war. I am merely reflecting the views of our great men who are on the spot and know what they are talking or writing about. They demanded first "Pitiless Publicity," knowing that it will lead to reform and efficiency. One of the three greatest British generals, famous in this war, has written me a three-page foolscap letter full of most valuable and helpful information. In the course of his letter he said of my February article on "Why We Are Losing the War," "I THINK YOU ARE ABSOLUTELY RIGHT," etc. He then proceeds to show how the great military leaders are in accord with and want the co-operation of the business men, and how certain politicians have prevented it, as I have been contending all along. What stronger endorsation do I need than these words from such a man?

"What I cannot understand is that other writers and politicians do not see things as I do, and carry on the same campaign. It requires only ordinary common sense. Possibly Sir Harry Johnston's explanation as given in a recent article in the *University of Cambridge Magazine* when he said:

"A person who like myself is always anxious to realize the exact truth about everything, who thinks the truth more wonderful, more intricate than fiction, who believes that departure from the truth or oversight of the truth is much more due to laziness, to deficient powers of observation, than to maliciousness or direct inspiration from the Devil, is not very happy in the world of our own time so fond of illusions. Firstly, he is not liked. He finds most of those who should be his natural associates and classmates persisting in error, preferring the wrong view to the right view because a change of views is tiresome. Anyone, therefore, who tells them how to spell the name properly, how to read the text correctly, how to detect the sham or the anchronism is as objectionable as the malaria expert at the India Office or the accurate translator of Rumanian at another office. Secondly, he is not believed. He can't be right because Ruskin did not think so, because the Church has always held, etc., because the Cabinet must have been fully aware at the time. . . . Because you would not surely set yourself up against Mr. Gladstone? and you don't imagine for a moment Eir Edward Grey overlooked this, or Sir Sidney Lee forgot that, or Sir Oliver Lodge invented the other thing? In short, we are most of us disinclined to question the authority we are too busy or too idle-minded to investigate. We are a prey to that inversion of genius which is an incapacity to take pains. It is so much easier in writing and in painting to be vague and inaccurate that whole schools of art and literature have arisen under the false religion of the imagination; nay, religions themselves have been painstakingly reared on false premises and exaggeration, on dreams and guesses, on hearsay that was not verified, on anything rather than a plain statement of fact, even though that fact or that group of facts was far more wonderful to an educated mind than the silly and impossible legend or the reputed miracle could be to the untrained intelligence which so easily believed the incredible."

Matrices Cleaned by Erasers

OCCASIONALLY the face of a linotype matrix becomes so coated with dirt that the character stamped thereon is rendered unintelligible. Lines in which matrices are transposed are oftentimes cast as the result of this condition of things, as it is impossible for the operator to tell at a glance whether or not the matrices are in their proper order in the assembler. Although it is advisable to give each matrix a thorough cleaning when conditions would seem to call for it, it is by no means necessary to go to much trouble to remove foreign matter from the face of one only. The application of an ordinary rubber eraser to the surface of a font of matrices will accomplish wonders in the way of dirt eradication.



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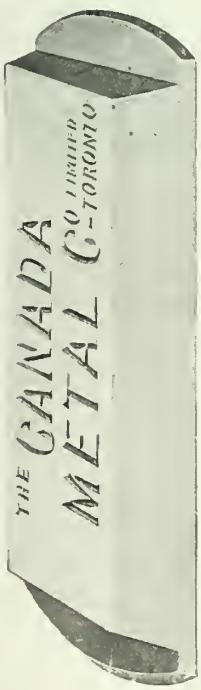

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Becoming a Bigger Man

WHAT is the difference between some men you know and others known to you? Why are some men earning $3,000 a year and some $30,000? You can't put it down to heredity or better early opportunities, or even better education. What, then, is the explanation of the stagnation of some men and the elevation and progress of others?

We are reminded of a story. A railroad man, born in Canada, was revisiting his home town on the St. Lawrence River. He wandered up to a group of old-timers who sat in the sun basking in blissful idleness. "Charlie," said one of the old men, "they tell me you are getting $20,000 a year." "Something like that," said Charlie. "Well, all I've got to say, Charlie, is that you're not worth it."

A salary of $20,000 a year to these do-nothing men was incredible. Not one of the group had ever made as much as $2,000 a year, and each man in the company felt that he was a mighty good man.

Charlie had left the old home town when he was a lad. He had got into the mill of bigger things. He developed to be a good man, a better man, the best man for certain work. His specialized education, joined to his own energy and labor sent him up, up, up. To put it in another way: Charlie had always more to sell, and the world wanted his merchandise—brain, skill and ability. Having more to sell all the time, he got more pay all the time.

Charlie could have stayed in the old home town; could have stagnated like others; could have been content with common wages. In short, Charlie could have stayed with the common crowd at the foot of the ladder. But Charlie improved himself and pushed himself, and this type of man the Goddess of Fortune likes to take by the hand and lead onward and upward.

Almost any man can climb higher if he really wants to try. None but himself will hold him back. As a matter of fact, the world applauds and helps those who try to climb the ladder that reaches towards the stars.

The bank manager in an obscure branch in a village can get out of that bank surely and swiftly, if he makes it clear to his superiors that he is ready for larger service and a larger sphere. The humble retailer can burst the walls of his small store, just as Timothy Eaton did, if he gets the right idea and follows it. It is not a matter of brain or education so much as of purpose joined to energy and labor. The salesman or manager or bookkeeper or secretary can lift himself to a higher plane of service and rewards if he prepares himself diligently for larger work and pay. The small manufacturer, the company director, the broker—all can become enlarged in the nature of their enterprise and in the amount of their income, — by resolutely setting themselves about the task of growing to be bigger-minded men.

Specialized information is the great idea. This is what the world pays handsomely for. And to acquire specialized information is really a simple matter, calling for the purposeful and faithful use of time. This chiefly.

One does not have to stop his ordinary work, or go to a university, or to any school. One can acquire the specialized information in the margin of time which is his own—in the after-hours of business. Which means: If a man will read the right kind of books or publications, and make himself a serious student at home, in his hours—the evening hours or the early morning hours—he can climb to heights of position and pay that will dazzle the inert comrades of his youth or day's work.

IF business—BUSINESS—is your chosen field of work, we counsel you to read each week THE FINANCIAL POST. It will stimulate you mentally. It will challenge you to further studious effort. It will give you glimpses into the world of endeavor occupied by the captains of industry and finance. With the guidance of the POST, and with its wealth of specialized information, you, a purposeful man, aiming to go higher in life and pay, will find yourself becoming enlarged in knowledge and ambition, and will be acquiring the bases and facts of knowledge which become the rungs of the ladder you climb by.

It is the first step which costs. But this cost is trivial—a single dollar. We offer you the POST for four months for a dollar. Surely it is worth a dollar to discover how right we are in our argument. If you have the will to go higher in position and pay, sign the coupon below.

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"You Will Yet Be Glad"

PRIVATE PEAT, who has sprung into fame through his books and extensive platform work, contributes an article to the August issue of MACLEAN'S MAGAZINE under the above heading. It is a cheery, optimistic message, contrasting conditions in 1914 with things as they are to-day. Private Peat, always a "headliner," is at his best in this article. But

Private Peat is only One of Many Features

In August MACLEAN'S there are half a dozen other writers with just as much "pull." Glance at this list:

"The Strange Adventure of the Man from Medicine Hat," a striking mystery story. By *Arthur Stringer*

"The Three Sapphires," a splendid serial story. By *W. A. Fraser*

"Keeping Borden in London," a fearless summary. By *Lt.-Col. John Bayne Maclean.*

"The Enemy Under the Earth," an article on the most terrifying phase of modern warfare—sapping warfare under the earth. By *Lt. C. W. Tilbrook.*

"Uplifting the Press," a satire on certain activities of the Dominion Government. By *One of the Uplifted.*

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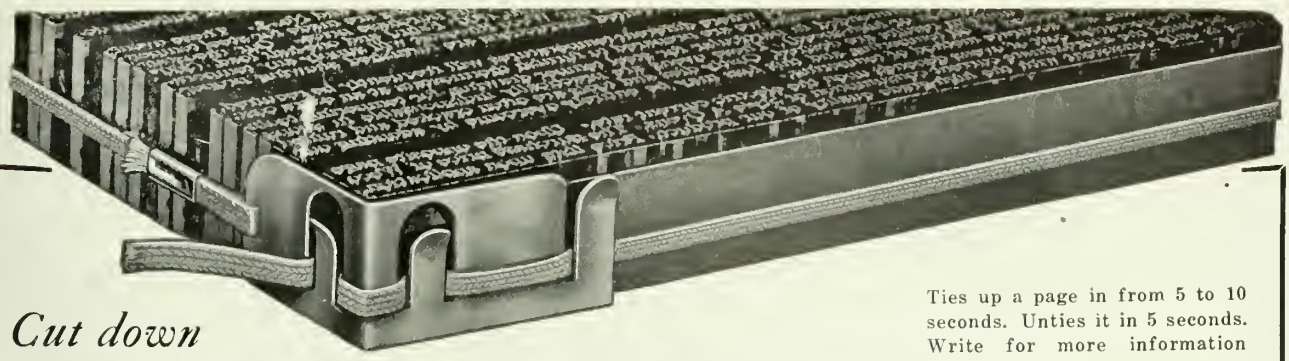

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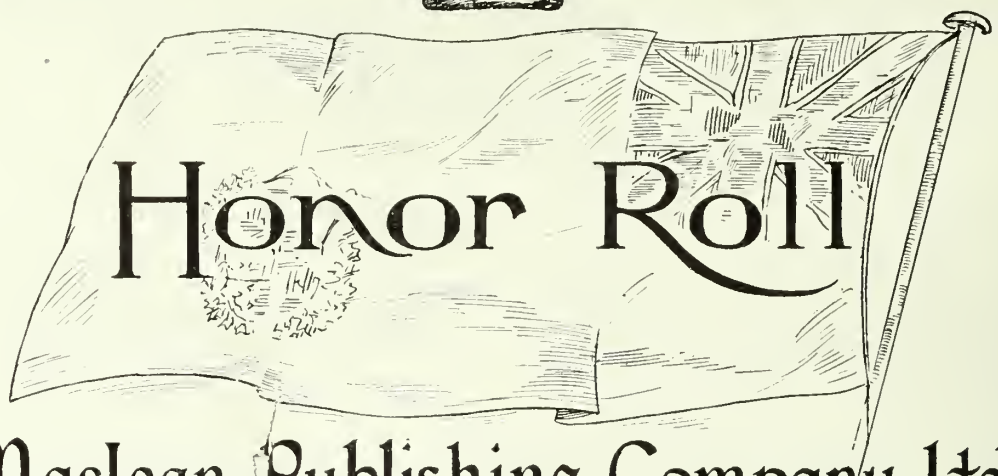

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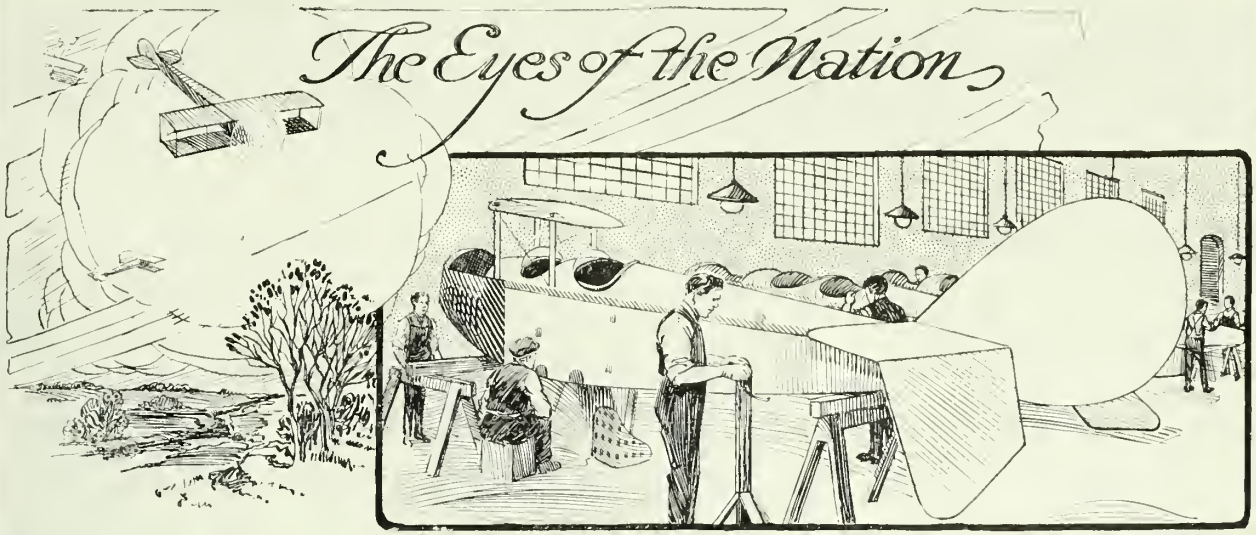

The Eyes of the Factory

SO important is the safeguarding of employees' eyesight amid prevailing scarcity of man-power, that the Advisory Commission, United States Council of National Defense, appointed a special committee to prepare a code of lighting for mills and workshops. This committee had four objects in view, of which the chief was *Conservation of Eyesight*.

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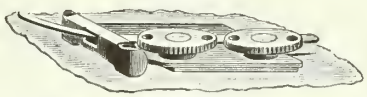
JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO LONDON WINDSOR

WILSON ENGRAVING COMPANY
TO THE TRADE
Engravers and Printers, Embossers, Etc.
197 Princess Street, Winnipeg
Society Work A Specialty

The Men Who Buy Printing Machinery and Publishers' Supplies Know Your Line

If it is Advertised in

Printer and Publisher

Do Embossed Work on Your Job Press

It's easy with Reliance Embossing Powder. Let us prove this to you. Write to-day for a sample of Reliance Embossing Powder and see the quality of the work it produces — equal in every way to the work of expensive steel die plates.

RELIANCE INK CO., LIMITED
WINNIPEG
Agents for B.C.: Smith, Davidson & Wright, Vancouver.

Classified Want and Don't-Want Ads.

2c. a Word

Don't-wants may include a press, a chase or two, a cutter, a filing system, etc. Wants may include an editor, a printer, a purchaser for your business; you may want to buy a print-shop. Perhaps you want to swap something for something else. This page is your market; it's cheap enough; 2c. per word for first insertion; 1c. per word each time you repeat. Remit with copy.

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

INSTRUCTION.

"A POCKET COMPANION FOR LINOTYPE OPERATORS." Price $1. Address S. SANDISON, 318 West Fifty-second Street, New York City.

LEARN THE LINOTYPE — WRITE FOR particulars. Canadian Linotype, 68 Temperance St., Toronto.

EQUIPMENT FOR SALE

FOR SALE—POTTER DRUM CYLINDER printing press, in good condition; 5-col. quarto. A good press for a country newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, North Augusta, Ont. (tf)

FOR SALE—WHOLE PRINTING PLANT; will sell separately or together. Bargains. Includes paper press (6 col. quarto), Gordons, folders, cutters, etc. Paners have amalgamated. Colwell Bros., Wallaceburg, Ont., Canada. (p9p)

FOR SALE

FOR SALE—WEEKLY NEWSPAPER AND printing business in beautiful Kootenay mining and fruit-growing section. Complete modern plant with linotype equipment. Established 25 years. Exceptional opportunity for prairie man wishing to locate in B.C. Fine and healthy climate, good business location and future prospects excellent. Present owner desires change. H. W. Power, Kaslo, B.C. (tf)

FOR SALE—ESTABLISHED NEWSPAPER and job office in a live town 125 miles from Saskatoon. Building, cylinder and platen presses, engine, perforator, cutter, advertising and job type, etc., in first-class condition. Lots of work, no opposition. Ill health only reason for selling. Address Box 605, Printer and Publisher (tf)

FOR SALE—ONE No. 3 ROBT. MAYER bronzing and dusting machine, size 25 x 40, in first-class condition. The Reid Press, Hamilton, Canada. (p8p)

SITUATIONS VACANT

LINOTYPE OPERATOR WANTED—GOOD wages and conditions; in good city. Box 608, Printer and Publisher. (p8p)

COMPOSITOR WANTED—JOB OR ADVERtisement; steady work; union. Apply Box 607, Printer and Publisher. (p8p)

REPORTERS—SIX LIVE REPORTERS FOR new Border Cities Star; state experience, salary. Apply Box 609, Printer and Publisher. (p8p)

WANTED LIVE REPORTER FOR LIVE city; one who knows news and can get news; also an experienced advertising solicitor. Apply, stating experience, salary required. Box 610, Printer and Publisher. (p8p)

PRESSMAN — EXPERIENCED — PERMAnent; immediately; wages. Box 611, Printer and Publisher. (p8p)

PRESSMAN TO ASSIST IN JOBBING, IN country newspaper office; able to run Campbell press; give references; permanency if suitable. Box 612, Printer and Publisher (p8p)

NEWSPAPERMAN OF LONG AND VARied exoerience ready to consider offer from small city daily to take charge of news end. Has worked as reporter and editor on dailies and at present publishing large town weekly. Married and wants permanent position with opportunity of doing good work. Box 606, Printer and Publisher. (p8p)

Surprise Black

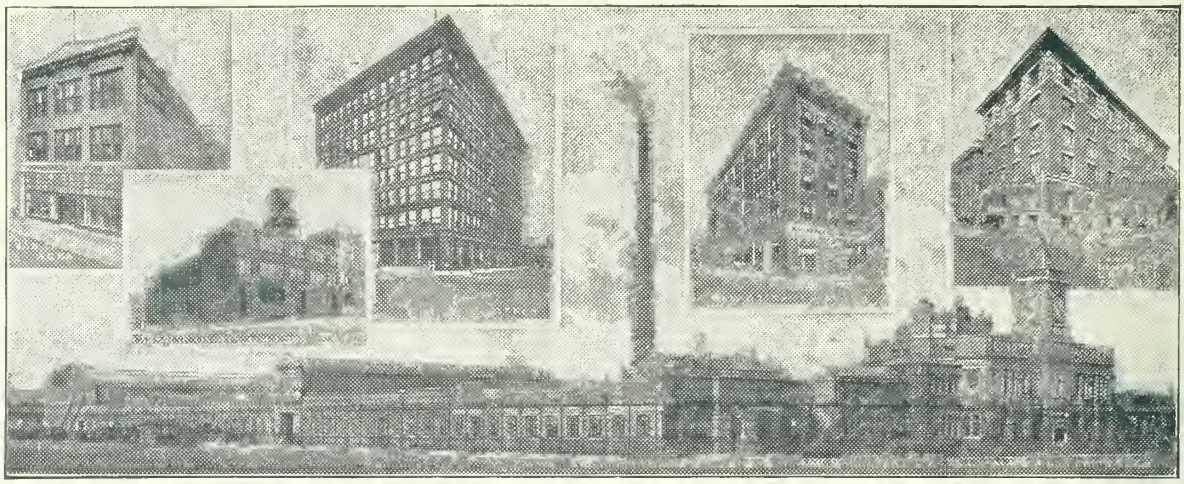
Has proved to be the best all round book and halftone black that has yet appeared in this market.

Strong, Bluish Undertone; Dense Black Overtone; Prints without slip-sheeting with a high finish and lustre.

THE AULT & WIBORG CO.,
of Canada, Limited

Order from the nearest of our three factories

MONTREAL TORONTO WINNIPEG



Sales Offices | Linotype Service Station | Supply Warehouses

How the LINOTYPE Serves the World's Printers

THE Linotype may well be called the universal composing machine, for it is used successfully in sixty different countries and has been adapted to composition in thirty-five languages.

THE service rendered by the agencies and supply warehouses of the Mergenthaler Linotype Company, with its home offices and factory in New York, enables printing offices more than 5,000 miles from the factory to operate their Linotypes without inconvenience or delay—just the same as printers in New York, San Francisco, or London.

LINOTYPE Service
is *World-wide*
Service

EVERY man, every tool, and every Linotype part, housed in the twelve acres of floor space of our great factory in Brooklyn, and at our many agencies and other factories, is an asset to the Linotype user. Buy the LINOTYPE — *the Machine That Lasts.*

37,000 Linotypes have been Built and Distributed to the World's Leading Printer and Publishers

CANADIAN LINOTYPE LIMITED

68 TEMPERANCE ST., TORONTO

MERGENTHALER LINOTYPE CO.

NEW YORK CHICAGO SAN FRANCISCO NEW ORLEANS

PRINTER & PUBLISHER

for SEPTEMBER, 1918

The Use of Pen or Real Names in Letters to the Editor.

The Re-Set Ad. Department Starts In This Issue.

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

FIBRESTOC COVER

Every printer who sells FIBRESTOC COVERS sells more of these covers than any other make.

They are popular because they permit of high class printing and their modest cost means attractive prices to the customer and a good margin of profit to the printer.

Why buy imported lines? Imported covers of the same quality run at least $3 more to the ream than this Canadian made cover.

Fibrestoc is bulky and strong. It is a cover that will stand the strain in the mails and protect fine half-tone work and good inside stock.

Colors include White, Buff, Blue, Grey, Brown, Russet, Heliotrope, Robin's Egg and Green, colors that lend themselves to the most attractive ink combinations. Brown, Russet and Green are stocked in special thick for heavy catalogs. They are priced at the same reasonable rate per lb. as the other weights.

FIBRESTOC offers you rare value in covers for catalogs, booklets and folders. Lay in a stock of it and watch how it appeals to your customers.

It will be worth your while to drop us a line for samples.

CANADA PAPER CO., LIMITED

TORONTO MONTREAL
WINDSOR MILLS, P.Q.

COLORED PAPERS OF ALL KINDS A SPECIALTY

Other Good Covers

Wove Mill
Cashmere
Derby
Tinted Art

CANADA'S FAVORITE

BLACK INK

This is Our Specialty

Only Manufacturers of the famous Non-Offsetting Halftone Black.

DOMINION BLACKS DRY WITH A LUSTRE.

VICTORY BLACK

This ink dries at once and you can back up a form immediately.

Give it a trial and watch the results.

"Used in Canada wherever good printing is done."

THE

DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

128-130 PEARS' AVENUE - TORONTO, CANADA

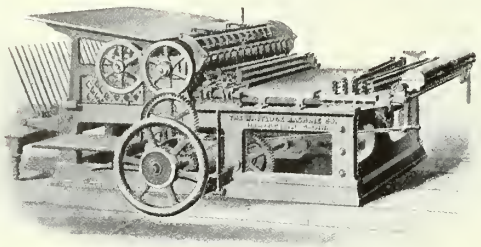
Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

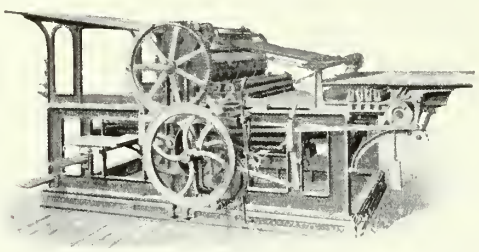
Chas. H. Tice,
Manager for Eastern Canada
128 Bleury St., MONTREAL Phone Main, 5124

First-class Rebuilt Machines

Suitable for Newspaper and Job Work



WHITLOCK TWO-REVOLUTION, rear delivery, bed 35 x 52, capable of handling anything a rear delivery press is built for. Will print a 6-col. quarto paper. Price, $700.



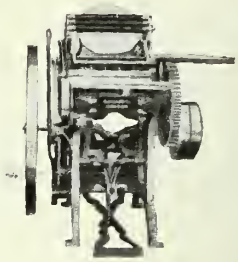
CAMPBELL TWO-REVOLUTION, front fly delivery, bed 37 x 52, good condition, overhauled; just the press for country office; easy on power; 4 form rollers; as illustrated. Will print 7-col. quarto. Price, $700.

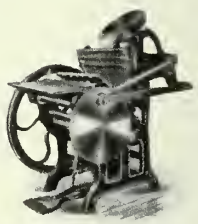
A recent purchaser of Manton's rebuilt machines says:—

"We want to tell you that we are more than satisfied with your press, and feel that we have made a clean $1,000 in the purchase. It runs like clockwork. Besides newspaper work we do job work with perfect results."

JOB PRESSES

Challenge Gordons, 10x15, in first class condition $175
Westman & Baker Gordons No. 1, 8x12....$125
No. 2, 10x15..... 200
These are bargains.





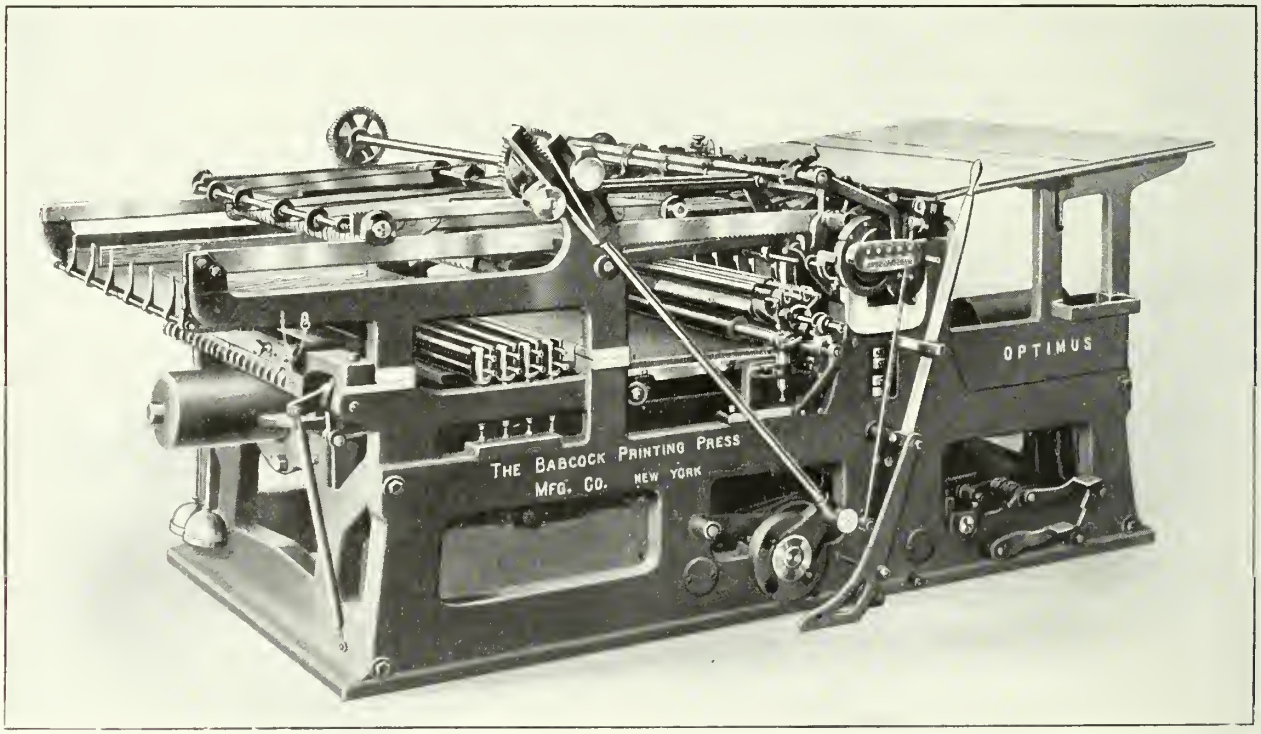
MANTON BROS.

TORONTO

MONTREAL WINNIPEG

All Printing Machinery Repairs Receive Prompt Attention

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT



BABCOCK PONY "OPTIMUS" PRESSES

Have never been equalled in printing small forms, with big profits.
No. 35 prints a sheet 23" x 33" or 22" x 34".
No. 41 prints a sheet 25" x 38".
No. 43 prints a sheet 25" x 38".

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT. 38 PARK ROW, NEW YORK CITY.
Miller & Richard, General Western Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba.

THE "CAMCO"

Automatic Continuous Sheet Feeding Machine

LEADS THEM ALL

Efficient Production in the pressroom and bindery cannot be obtained without the use of Automatic Sheet Feeding Machines.

One of Canada's leading printers pays the following tribute to merits of the "CAMCO":

July 4th, 1918.

Toronto Type Foundry Co., Ltd.,
70 York St., Toronto.

Dear Sirs:—

We have a great deal of satisfaction with the Camco Feeder installed on our new No. 3 Miehle Press; the combination gives us a machine which seems to run like a watch.

Have been enabled to try it out on various kinds of stock and must say we are pleased with its performance in every way.

That it is "Made in Canada" is an added source of pride and gratification.

Yours truly
ATWELL FLEMING PRINTING CO.,
(Sgd.) ATWELL FLEMING,
Manager.

AF/E

MADE-IN-CANADA

The "Camco" is built entirely in our own specially equipped plant at Toronto — and all the parts are interchangeable.

Toronto Type Foundry Co., Limited

70 York Street TORONTO | Beaver Hall Hill MONTREAL | McDermott Ave. E. WINNIPEG | REGINA

FOR QUICK SALE

FOUR "HICKOK" STRIKER RULING MACHINES

Specifications as follows:

Style 3 O. A. automatic (Duplex) 2 beam striker ruling machines with No. 1½ layboy, 38″ between rails, 32″ cloth width, feed board on right side. Serial Nos. 3405, 3811, 4004, 4154.

These machines can be inspected now. They are in first-class condition. At the price offered are bargains to any one requiring more ruling facilities.

"HICKOK" and "DREDGE" Ruling Pens - All Sizes Carried in Stock

The J. L. Morrison Co. 445-447 King Street West, **Toronto, Ont.**

IMMEDIATE DELIVERY OF

GOSS

NEWSPAPER PRINTING PRESSES

NEW PRESSES

One 32-page Goss high speed, 4-decker, two-plate wide with top deck combination for three colors or black printing, 22¼ in. column.

REBUILT PRESSES

One 32-page Goss half-tone and color magazine press, for page 10½ in. x 14 in.

One 28-page Goss 3-roll, 3-decker press for black printing, 22¼ in. column.

We also have, thoroughly overhauled and rebuilt:—

One Hoe 40-page press for black printing, 22¼ in. column.

Further Information on Request.

The Goss Printing Press Co.
1535 So. Paulina St. - Chicago, Ill.

Samuel Jones & Co.

PATENT NON-CURLING GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables: Noncurling — LONDON, ENG. — Code: A.B.C. 5th

GUMMING GUARANTEED

SEAL YOUR ENVELOPES WITH MOISTURE
THE TOO GENEROUS USE OF WATER PREVENTS SEALING

RETURN THIS SLIP WITH SAMPLES IF EVERYTHING IS NOT O.K.

If we make your envelopes you will hand your customer this "Guarantee" with each box. Then watch your envelope business grow.

All printers agree that their envelope troubles are two: 1st "Gumming," 2nd "Service." We guarantee both.

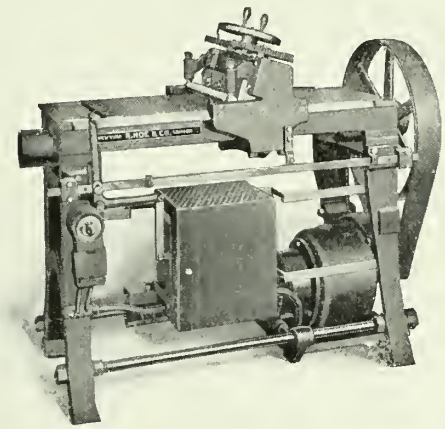
TORONTO ENVELOPE CO., Limited
119 Adelaide St. West TORONTO
Manufacturers to the Printing TRADE ONLY

R. HOE AND CO.

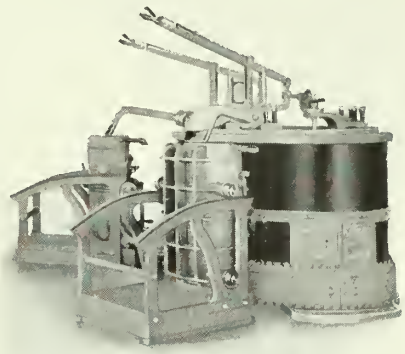
Again Bring to the Attention of

PRESSMEN, STEREOTYPERS AND ELECTROTYPERS

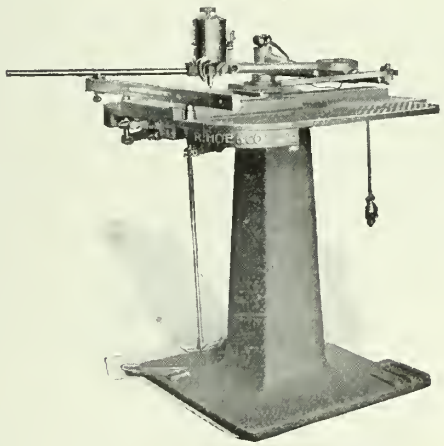
Some More New Worth-While Machines



Screw-Driven Power Shaving Machine.
No Stereotype Department is complete without this dependable machine.



Hoe Metal Pot with Two Hoe Improved Casting Moulds.
Rapid—Accurate—Reliable.



New Hoe Beltless Routing Machine.
"It speaks for itself."

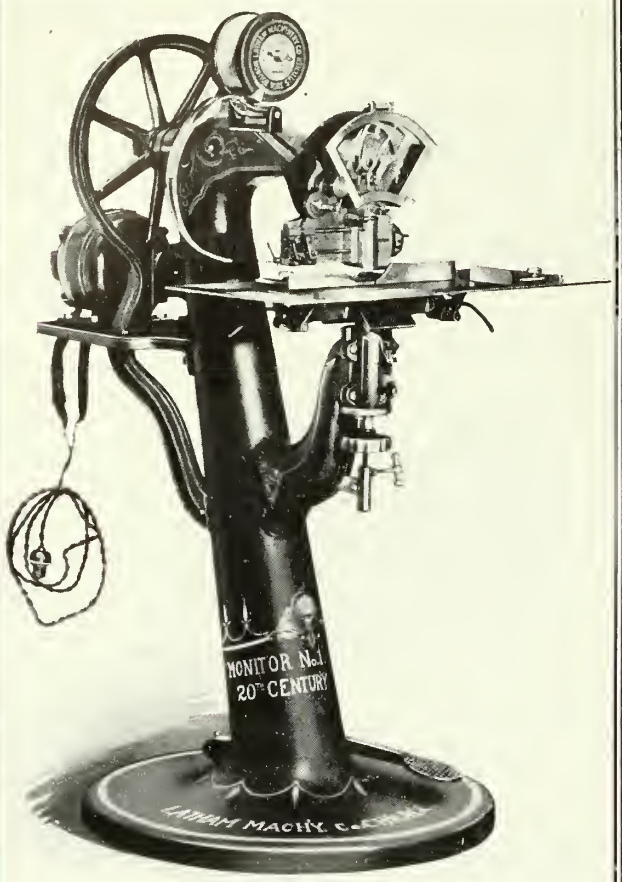
New Hoe Rotary Wet Black-Leader.
A remarkable time and money saver.

There is nothing in the line of Printing and Plate-making Machinery which R. Hoe & Co. cannot make at least a little better than anyone else and at the lowest price consistent with the highest grade of workmanship and materials.

Quality—Efficiency—Reliability

R. HOE & COMPANY, 504-520 GRAND STREET NEW YORK

BOSTON, MASS., 7 Water Street
CHICAGO, ILL., 544-546 South Clark Street
MONTREAL, CAN., 120 St. James Street
LONDON, S.E., ENG., 109-112 Borough Road



MONITOR
WIRE STITCHER

Adapted to book work and paper box stitching. Built in twelve sizes. Takes from two sheets of tissue to two inches in thickness.

Full information upon request

H. J. LOGAN

Bookbinders' and Printers' Machinery

114 Adelaide Street West, Toronto

Sole Agent:

Latham Machinery Co.
Brown Folding Machine Co.
National Book Sewing Machines

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
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Insurance Policies

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GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.

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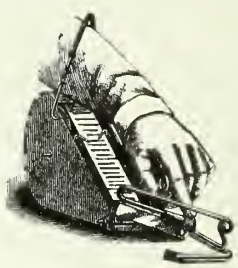


THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Charming Waists in the "Newest Styles"
and
"Most Seasonable Materials"
WITH an organization large enough to take advantage of every buying opportunity "Simpsons" are again able to offer wonderful value in blouses.
Styles that will fulfil every woman's desire for beauty—values that will uphold the Simpson tradition of economy.
30726
HABUTAI SILK
$3.29
30727
VOILE
$1.98
30729
HABUTAI SILK
$2.98
White Habutai Silk
30726. The rich and handsome white silk embroidery on the collar of this white Habutai silk waist gives it distinctive style. The collar is large and of unusual design, with deep points in front, and a separate hanging over collar in the back. It is edged all around with Venice lace and the turn-back cuffs are also lace-edged. The waist front has two rows of hemstitched beading and fastens with pearl buttons. Will wash perfectly White only. Sizes 32 to 40 inches bust. Price, delivered $3.29
Misses' Voile Waist
This dainty waist will be found particularly becoming to misses and the younger women. It is made of white voile, the fronts being hand somely embroidered. The new round neck and pointed collar are of colored voile, also the turn-back cuffs. The novel fastening is under the collar and down the left pleat. Hemstitching finishes the cuffs, collar, sleeves and shoulder seams, and pretty pearl buttons trim the waist and form the fastening. Waist is in white only, with collar and cuffs in either old rose or Copenhagen. Sizes 32 to 40 bust.
30727 Old rose trimming.
30728. Copenhagen trimming
Price, delivered $1.98
Habutai Silk Waist
The good style of this Habutai silk waist will appeal to women who like amply designed and good looking blouses. The large collar is finished with a picot-edged ruffle, and has pretty silk stitching. The fronts are hemstitched to give a vest effect, and the sleeves and shoulder seams are also hemstitched. The turn-back cuffs are finished with ruffles to match the collar. Fancy buttons form the fastening and trimming. Habutai silk in a favorite waist material as it washes to look like new and wears excellently. Black or white only. Sizes 32 to 40 inches bust.
30729 Black
30730. White Price, delivered $2.98
We Ship Your Parcel Within One Day of Receipt of Order
SIMPSONS
21

75 per cent. of the plates made by our lead mould nickelsteeltype process for this catalogue ran one million impressions without change.

The above illustration is a page reproduced from one of Canada's largest mail order catalogues by our highlight process.

We have developed this process for half-tone plate reproductions to get results when printed on the lightweight paper now used for large edition catalogues.

Plates made by this process give better printing results than the ordinary half-tone when printed on coated papers and the small additional cost is lost in the results obtained.

Photo Engravers Limited
70 Bond Street
Toronto - - Ontario

Electrotypers Limited
Associated With Photo Engravers, Limited
351 Adelaide St. W., Toronto, Ont.

MANTON BROS.

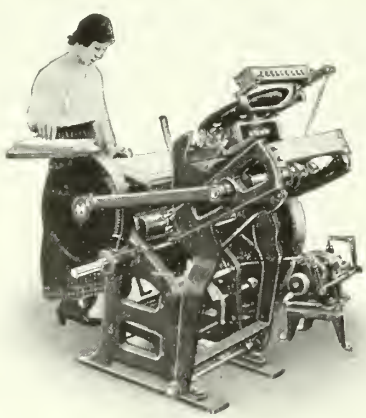
Printing
and
Lithographing
Inks

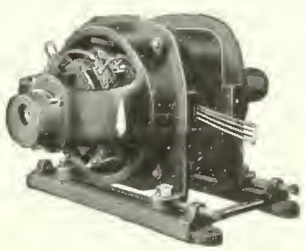
Printers'
Rollers

EFFICIENCY and speed in production is the watch-word of the printer to-day. Your pressmen can't live up to this motto unless they have **GOOD INKS and GOOD ROLLERS** to work with. We can supply you with the best. Prompt deliveries.

TORONTO, WINNIPEG & MONTREAL

Order from Nearest Branch





Kimble Motors

(Alternating Current only)

Will help you to Conserve man-power

THEIR flexible speed control, operated by a convenient foot lever, permits the beginner to start at a *slower* speed than can be obtained from any other motor—and to raise the speed by easy graduations as the hand becomes more expert.

It also admits of *higher* speeds than you can get from any other form of drive—and

Remember—the money-saving fact that the current metered is proportionate to press speed, and every time you operate *below maximum* speed you save current correspondingly.

This one feature alone makes a Kimble motor pay daily dividends on its cost.

Send for our Bulletins and tell us size and make of presses, so we can quote on motors of proper size.

KIMBLE ELECTRIC COMPANY

Great West Electric Co., Limited
57 Albert Street, Winnipeg, Manitoba, for all points west of Port Port Arthur and Fort William.

Masco Company, Limited
87 Queen Street East, Toronto, Canada, for all all points east of Arthur and Fort William.

Electrotyping and Stereotyping

Quick and Efficient Service

Fire recently forced us into new premises in the Douglas Building, opposite our old premises. **Better equipped than ever.**

Toronto Electrotype & Stereotype Company, Limited

122 Adelaide Street West, Toronto

L. D. 'Phone Adelaide 1638 — R. C. ELDER, Manager.

Exclusively — Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y. *Write*

THE INLAND PRINTER

The Leading Journal of the World in the Printing and Allied Trades.

Every issue contains practical and helpful articles and specimens that can be used by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines—

A STORY Interesting and often humorous with a moral.

EDITORIALS—Valuable and lively on timely subjects.

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COLLECTANEA TYPOGRAPHICA—Short comments on the literary and historical sides of printing.

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BOOK REVIEW—A digest of the latest and best works.

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SPECIMENS—Under this head booklets, circulars and other specimens of printing are briefly reviewed and illustrated.

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TRADE NOTES—Brief mention of men and events associated with the industry published under this heading.

ADVERTISEMENTS—The advertising section is a directory of representative American manufacturers and supply houses.

INSERTS—Four to eight pages in colors each month.

Published monthly. Subscription price, $5.00 per year; $3.50 in Canada; $3.85 foreign.

THE INLAND PRINTER, 632 SHERMAN STREET CHICAGO, ILL., U.S.A.

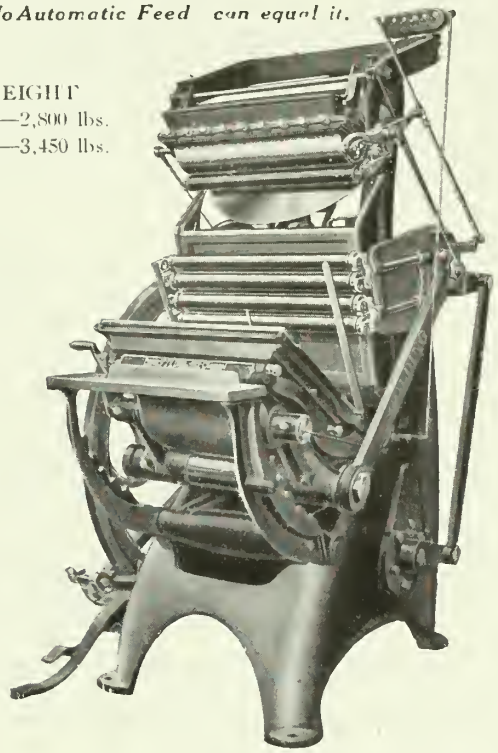
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools

Canadian Agents: Stephenson, Blake & Co., Toronto: Geo. M. Stewart, Montreal.

PRINTING INKS

of QUALITY
and VALUE

NEWS INKS
POSTER INKS
BOOK INKS
CATALOGUE INKS
BUTTERWRAPPER INKS
TINT INKS
COVER INKS
COPYING INKS
PROCESS INKS
BOOKBINDERS' INKS
JOB INKS
LITHOGRAPHING INKS
DRYERS
REDUCERS
VARNISHES
PADDING GUM
PRINTERS' ROLLERS

MADE IN CANADA.
MAIL ORDERS PROMPTLY FILLED.

Canada Printing Ink Co., Limited
15 DUNCAN STREET, TORONTO

A Better Blotting for Better Printing

Make that Blotter Printing what it ought to be by using a blotting that's smooth, clean and "classy."

STANDARD BLOTTING

gives you the right surface, a firm surface that will show off your work to the most advantage.

Pleased customers are assured you when you use any of these brands of blotting.

Standard	Royal Worcester
Sterling	and
Curi-Curl	Defender
Prismatic	(Enameled)

STANDARD PAPER MFG. CO.
Largest Producers in the World of Fine Blottings
RICHMOND, VA., U.S.A.

WORLD BLOTTING

SATISFACTORY ALWAYS

Thirty years of "know how" is behind every sheet of World Blotting we produce.

There is no better blotting made for really high class printing.

Smooth—Firm—Clean and very Absorbent World Blotting offers you a printing medium of uniform excellence.

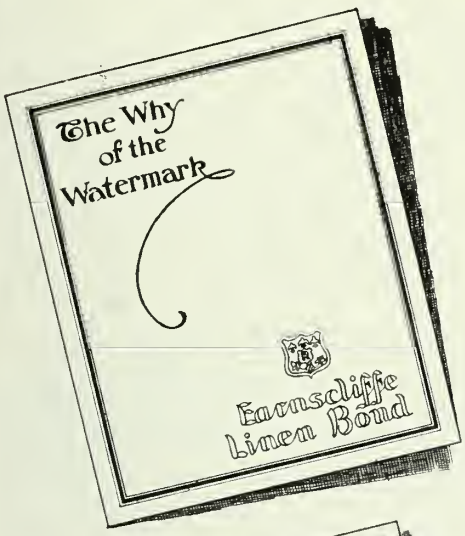
We also make "Hollywood' and "Reliance"—two cheaper but highly satisfactory lines.

Samples from

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

Say you saw it in PRINTER AND PUBLISHER

Earnscliffe Linen Bond



A Happy Combination

In EARNSCLIFFE LINEN BOND we are fortunate in being able to supply the trade with a quality of paper that gives finest *printing results*, but is yet *conservative* in price. In these days of high prices the happy combination of *quality and moderate price* of EARNSCLIFFE appeals strongly to the customer.

Send for Attractive Folders.

We have produced two very attractive advertising folders of Earnscliffe Linen Bond. They are herewith reproduced in miniature. We will be pleased to send a few of these business pullers to Printers for the purpose of submitting samples to customers. The folders represent the good quality of EARNSCLIFFE (white and azure) and show the fine printing and Lithographing results that can be obtained.

The folders are produced in three colors and measure 11" x 8½". They will help you to win more good business. Send for samples now.

THE ROLLAND PAPER CO.
LIMITED

HEAD OFFICE:
142 St. Paul St. W.
MONTREAL, P.Q.

MILLS AT
ST. JEROME AND
MONT ROLLAND, P.Q.

Buntin Gillies & Co. Limited

Progress Bond

WHITE WOVE

18½ per lb.

Case lot ..... 17½ per lb.
Ton lot ..... 16½ "
(Ton lot Net)

White Wove, 17x22....15½ lb.
" 19½ "
" 23½ "
17x28....20 "
" 25 "
" 30 "
19x24—19 "
" 24 "
22x34....31½ "
" 39½ "

Progress Bond

TINTED WOVE

19½ per lb.

Case lot ..... 18½ lb.
Ton lot ..... 17½ "
(Ton lot Net)

BLUE, BUFF, PINK

17x22..... 15½ lb.
" ..... 19½ "
22x34..... 31½ "
" ..... 39½ "

Progress Bond

LINEN FINISH, WHITE WOVE

23 per lb.

Case lot ..... 22 lb.

White Wove, 17x22.... 15½ "
" .... 19½ "

Hamilton and Montreal.

WARREN'S COATED PAPERS

J. M. Dent & Sons, Limited
Sole Agents in Canada for

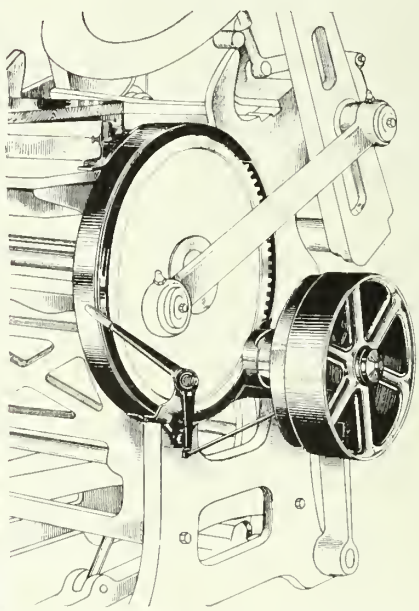
John Dickinson & Co.
Limited

Main 585 25 Melinda Street
TORONTO

HUNDREDS OF PRINTERS

Have Been Called to War

Are you Prepared to Meet the Emergency ?



Protect your profits.

Place the production of your plant on an efficiency basis.

Speed up work.

Safeguard your men.

All of this can be done by installing the

HORTON VARIABLE SPEED PULLEY and GUARD

Order one To-day

For Sale by : Toronto Type Foundry Co., Toronto, Montreal; American Type Founders, Winnipeg

HORTON MANUFACTURING CO.
Minneapolis, U.S.A.

Wilson-Munroe Co., Limited
TORONTO

ENVELOPES

We carry large stocks of Envelopes to match the different grades of papers we carry;

Special sizes made to meet our customers' requirements

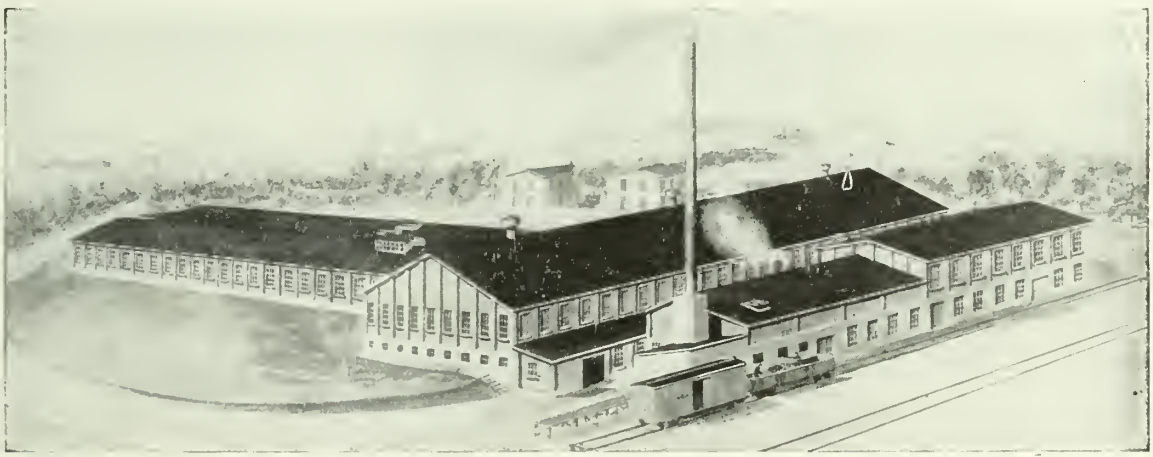
The following are a few of our leading lines:

CONSUMERS BOND — COLONIAL BOND
EMPIRE BOND — EARNSCLIFFE — SUPERFINE LINEN RECORD

WHITE, AZURE, TINTS — Plain and Linen Finish

Samples and quotation furnished upon request

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building — Private Exchange Adelaide 1986

Say you saw it in PRINTER AND PUBLISHER

UWANTA COVER

COLORS

White, Blue, India, Gray, Brown, Green and Buff.

SIZES AND WEIGHTS

20½x26— 60	26 x41 —160
20½x26— 80	22½x28½— 75
26 x41—120	22½x28½—100

Antique 19c.
Plate, Linen
and Ripple 20c.

is ideal for catalogs, booklets and folders. Strong, clean and attractive. Covers of similar quality will cost you 4c to 5c more per pound. It's a profit-maker.

Drop us a line for our sample book.

UNITED PAPER MILLS LIMITED

TORONTO, CANADA

YOU'RE MISSING SOMETHING

if you haven't investigated our varied and complete line.

Select to-day the grades you require below and we shall gladly send you samples and quote prices.

Bonds
Book Papers
Coated
Plain and Coated Blanks
Bristols
Genuine Vegetable Parchment
Greaseproof and Glassine
Non-Curling Gummed Papers
Stay
Blotting
Cover Papers
Plain and High Grade Box Boards

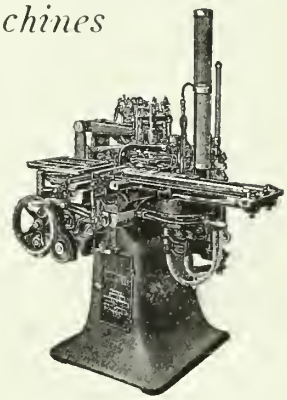
PAPER SALES LIMITED

Bank of Hamilton Building Toronto, Ont.

The *TRUTH* from Boston: Monotype *BEST* By Test

Real Records of an Actual Test in a Representative Printing Plant, using the Standard Cost System, *show that Five Monotypes Produce More Work at Less Cost than Seven Slug Machines*

The following records from the ATLANTIC PRINTING COMPANY, Boston, Mass., cover a comparative test between the Monotype System of Composition and Non-Distribution and the so-called All-Slug System. The records cover the average cost for a period of nine months (May, 1917, to January, 1918, inclusive) under the Monotype System, and for three months (March, April, and May, 1918) under the Slug System.* They are taken directly from the monthly Form 9H reports of the United Typothetæ Standard Cost System, installed in this plant and kept under the personal supervision of the Secretary of the Boston Typothetæ.



Equipment

Four Monotype Composing Machines
One Monotype Type-&-Rule Caster
Five Multiple Magazine Slug Machines
Two Display Type Slug Casters

Operators

Four Keyboard Operators
One Caster Machinist
One Caster Helper
Six Keyboard Operators
One Machinist
One Slug Caster Operator

The Cost

Monotype Monthly Averages:	Payroll	All other Mfg. Cost
Monotype Machines	$821.33	$475.62
Hand Room	1911.36	554.73
Total Cost	***$2732.69***	***$1030.35***

All-Slug Monthly Averages:	Payroll	All other Mfg. Cost
Slug Machines	$1570.43	$622.08
Hand Room	1463.15	360.18
Total Cost	***$3033.58***	***$982.26***

Payroll under All-Slug System increased per month $300.88
Manufacturing Cost decreased per month 48.09
Net Increased Cost per month under Slug System ***$252.79***

The Profit

Net Monthly Decrease in Manufacturing Profit under Slug System as Compared with Monotype System ***$371.75***

Ninety-five per cent. of all matter set during this test was plain straight reading matter and advertisements for trade publications. The straight matter set averaged about 3,000,000 ems per month.

**Since the test all the work of the Atlantic Printing Company is produced on Monotypes in their own plant*

LANSTON MONOTYPE MACHINE CO., PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building
CHICAGO: Plymouth Building
TORONTO: Lumsden Building
Monotype Company of California, SAN FRANCISCO

198

To Save Time and Labor

Is a Crying Need Throughout Every Factory and Workshop Today

Hamilton printing-office equipment has always been designed primarily to save labor.

It therefore becomes a war-time necessity in printing-offices to-day and helps to fill the breach caused by loss of man-power through the draft.

A new development in labor-saving equipment is a system of Interlocking Cylinder Press Drying Trays which not only save labor but will soon pay for themselves in the saving in paper.

Circular describing these trays is now ready and will be sent on request.

The Hamilton Manufacturing Co.

Hamilton Equipments are Carried in Stock and Sold by all prominent Typefounders and Dealers Everywhere.

Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N.J.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Should Letters to Editors Bear Pen or Real Names?

A Matter That Comes Up Almost Every Day

THERE is no hard and fast rule to follow regarding the use of pen names in connection with letters to the editor. Any publisher will be willing to admit that he cannot buy better copy than a good assortment of these letters. And he is just as ready to own up to the fact that in this feature he is apt to get the greatest collection of half bricks that were ever heaved in his locality. It may be that publishers themselves are to blame for the advantage that has been taken of the use of their columns to whack some citizen or some object. There are always a goodly number of people in every locality who seem to imagine that a paper should be willing to publish anything so long as the writer signs his name. As a matter of fact a name signed to an article does not in the least diminish the responsibility of the paper.

There have been cases where an advantage of a paper has been secured and injury has been done through a letter getting into print. The editor resolved to cut them entirely, unless names were signed, and even then to cut them pretty close. As a result he gets few letters. They relate to cold facts, and they are generally written by the same people, for there is always an element in the community who are anxious to get their views and names before the public, even if they had to get up on top of the town hall and yell.

There are cases again where a publisher admits letters with pen names. He recognizes old "Pro Bono Publico," "Citizen," "Ratepayer," "Old Subscriber" and every other form of camouflage that hobbles along. He generally succeeds in getting more letters than the one who has put the ban on this form of publicity. There are cases where the pen name is right. For instance, the writer recalls one case where a man working in a factory had a matter that he wanted to bring to light, in which his employer was interested in a most notorious way. To write and sign his name would have meant dismissal for the writer. There was nothing surer than that. His pen name saved him but it served the purpose of turning the spotlight on a state of affairs that otherwise would have passed unnoticed. That man in the humbler capacity had just as much right to have his views placed before the public as any other man, and it would seem that the paper was perfectly justified in protecting him to its fullest ability.

It is well, though, for the editor to keep the letter-writers well in hand. It is an easy matter to explain to them that the paper is fully responsible for all that appears, and it is generally enough to point out the advantages to be gained by writing a clean, upright letter containing a straight statement of facts. Personal abuse is generally written by a man when he is aroused and alone. When he sits down quietly and thinks it over, the chances are that he would often change his mind.

A glance over the practice followed in some of the offices in Canadian cities and towns shows that there is a variety of usages, but it looks as though the drift were toward the letter signed with the actual name of the writer. The reason for this is summed up in the belief that if a man has anything to say in print he ought to have the courage to back it up with his name, or leave the matter alone. At the same time it will be noticed that the papers allowing the use of pen names have always the greatest number of contributors.

Objects To The Personal Slam

Simcoe, Ont., August 31st, 1918.—The *Reformer* does not insist that writers' names shall be attached to letters when printed. If we could get a dozen short, crisp contributions on live topics for every issue, we would consider ourselves lucky. Why make a rule that is bound to operate against getting such? The idea of publishers who do insist is, of course, laudable. They aim at preventing anonymous attacks on third parties. But there is another quite effective way of preventing personal attacks. When a person comes to me and asks for the printing of a personal slam, my reply is "Nothing doing." Courteous criticism should not be resented from any source by sensible men. A personal attack in print cannot be made acceptable by attaching any kind of a signature to it.

Yours truly,
H. B. DONLY.

Get As Many Letters With Names

Galt, Ont., August 29th, 1918.—The rule applied to letters to the editor for publication in the *Reporter* is that the letter must be signed with the name of the writer. This rule has been in operation some two or three years and has given every satisfaction, the volume of letters for publication has not decreased and more attention is paid by readers to these letters. The opinion of a man expressed over his own name demands more consideration than the opinion expressed over a pen name. We also find that the writer is not so apt to slur or slander over his own name as when using a pen name. A writer with the courage of his conviction welcomes the "own name" rule; the writer without the courage of his convictions is opposed to such a rule, and we do not receive as many of the letters of a more or less libelous nature under the new rule as under the old.

The reason we adopted this rule was that we could not find any fair method of discriminating between letters for publication under the old method. A man who desired to libel his neighbor seemed to feel that the newspaper was the place to do it as long as he did not have to disclose his name, and when his letter was thrown into the waste paper basket he became very indignant and made the charge that he had not been given fair treatment. Under the new system his letter is published if at all possible and the average writer is more careful in expressing his views because the name appears.

JAS. D. CLARKE,
Managing Director Galt *Reporter*.

Encourage Letter Writers

Times Office, Hamilton, August 31st, 1918.—In reference to your request re letters to the editor, I may say that a pen name is sufficient for publication so long as the editor knows who the writer is. On occasions when the writer is merely asking for information we do not insist on the observance of this rule. If it is meant by pen name letters that are published with such a name while the editor has in his possession the name and address of the writer, we would give such letters every encouragement consistent with their value, as to space, their legitimate object, and the fact that their publication would be for the public benefit or for the information of the public, or even to provoke discussion on questions of public interest.

We think that such letters should be encouraged, but brevity, where at all possible, should be insisted upon. Newspaper space is valuable and should not be wasted. There are times when the publication of the real name of the writer detracts from the value of the letter. That is where the author is a person who is always obtruding himself upon the public.

Letters of a personal character where individuals are attacked should not appear unless over the signature of the writer, and letters calculated to wound the feelings of a person or class should not be published at all. We discourage religious discussions in the press as they are of little advantage to a newspaper and the public have a tendency to blame the paper for the views enunciated.

I consider that letters that discuss public questions intelligently, especially local questions, that seek for information, that give information, and that have the public good in view, are a drawing feature for the average newspaper. Correspondence of this kind should be encouraged by the newspapers. We look upon them as an expression of public opinion and sometimes a valuable guide to the editor in gauging public opinion. Within certain limitations as to length and the personal element, we believe that letters to the editor have considerable value to a newspaper. They interest those who write them and perhaps their friends, and they more or less interest the public. They often create discussion, stimulate thought and quicken the public mind in the locality where they are published.

One way of checking any abuse of pen name letters is to ask the writer to sign his name to his production. That is a test that very few writers of letters to the editor can stand.

ALEX. THOMSON,
Editor Hamilton *Times*.

Insists On The Signed Letter

Forest, Ont., August 31st, 1918.—In my experience the safest rule is to insist that all letters, except those containing purely news matter only, must have the name of the writer therewith.

About twenty-five years ago I had a serious time in trying to protect a citizen who published a letter in my paper over his pen name, and since that time I have not allowed "letters to the editor" to appear without the writer's full name being attached. This rule has probably prevented a lot of friction, and saved the work and space that would have been required to publish many foolish and unnecessary letters.

I have always held to the belief that writers who have any legitimate criticisms to make concerning any public matters should come into the spotlight. Unless they have the courage to do this they should keep quiet.

Letters appearing with a pen name are often attributed to the editor himself, when they may not express his own views.

Occasionally, when I have been asked to publish letters, the sentiment of which I approved, and the writer did not wish his name to appear, I have treated the matter, in substance, in an editorial.

I believe that all letters, and even editorials, should bear the stamp of the personality behind them.

H. J. PETTYPIECE.

Writer Should Sign Name

Ingersoll, Ont., August 30th, 1918.—Some years ago we adopted the principle that anyone who wanted to have a letter published in the *Chronicle* must sign his or her name to it. We must confess that this action curtailed the number of letters we received; in fact we hardly ever get one now for publication. A few people still send letters in signed "Citizen," etc., but when we ask them to put their own name at the bottom of the letter for publication they almost invariably "back out." People are quite willing to let the editor take the responsibility for anything they may want to write, but they are not willing to place their views before the people over their own signature. Of course there are many letters written which could, with advantage, be published with pen name attached, but our experience has been that it was somewhat difficult to discriminate and the only safe course to follow was to insist that the writer's name be attached for publication. And why not? If the writer is sincere and does not want to get a "whack" at somebody "from cover" he should have no objection to assuming responsibility.

Yours very truly,
W. J. ELLIOTT.

Papers Must Cut

Publishers of metropolitan dailies in U.S. having weekly, semi-weekly or tri-weekly editions, were ordered to-day by the War Industries Board, through its pulp and paper section, to reduce the amount of paper used fifteen per cent, beginning Sept. 9.

To bring about the reduction, which is based on the amount of paper used during the six months of January 1 to June 30 of the present year, a number of practices are ordered abolished, such as continuing subscriptions after date of expiration, giving of free copies except in certain instances, giving of more than one copy to advertisers, furnishing of copies to exchanges, and accepting returns from news dealers of unsold papers.

Useful Box-Making Information

The National Machine Company, of Hartford, Connecticut, has just compiled and published an attractive illustrated sixteen page booklet on cutting and creasing, for the benefit of manufacturers of folding boxes, and their pressmen. The purpose of the booklet is to guide pressmen in the correct handling of Hartford cutting and creasing presses, and in addition to directions for unpacking and installing these machines, full and complete instructions are given for making up die forms, corking the forms, making special dies, making ready forms and all the other details which operators of these machines need to know. Illustrations of intricate operations are given and important details are very fully explained. A copy of this booklet will be sent by the National Machine Company to established box-making concerns upon request.

Getting To Be a Habit

London.—A combined party of journalists from South Africa, Australia and Newfoundland is touring the war areas and the industrial centres of Scotland. They were dined at Glasgow, when the Lord Provost declared that even if England dropped out of the war Scotland would fight until victorious. The long expected list of awards and mentions in despatches by Gen. Botha in connection with the German South-East Africa campaign of 1914-15 has been published in the London *Gazette*. Over a thousand names have been published, including appointments to the Orders of the Bath, and St. Michael and St. George, as well as military decorations. A noteworthy feature is the number of names of Dutch South Africans.

The Passing of a Well-Known Ontario Publisher

Orillia "Times" Mourns Loss of Its Chief.

THE publishing business in Canada is poorer for the passing of H. T. Blackstone, of the Orillia *Times*. He was known intimately by nearly all the members of the fraternity in this country. PRINTER AND PUBLISHER can do no better than reproduce the modest reference made to his life and work in his own paper:

The *Times* to-day mourns the loss of its chief. After twenty-five years of faithful service, Mr. H. T. Blackstone has been called away from the responsibilities and arduous duties of publishing a newspaper, and those with whom he was so long associated sincerely mourn his loss. He has ceased from his labors, but those who remain behind must "carry on."

The summons came suddenly, last Thursday morning, about 9.30 o'clock. Mr. Blackstone had been in his office, as usual, on Wednesday, and had returned home that

The Late H. T. Blackstone

evening feeling much better than he had for the past month. He spent the evening in pleasant intercourse with his wife, and at 10 o'clock retired to his room. Half an hour later Mrs. Blackstone found that her husband had difficulty in breathing, and applied remedies which had always given relief upon similar occasions. Dr. Gilchrist was at once called, and Dr. Harvie also summoned in consultation, but it was all too evident that a serious condition had developed, and during the night Mr. Blackstone sustained a slight stroke of paralysis. He was conscious during the whole night, and apparently resting. The end came very peacefully next morning, but it was a great shock to those who had seen him the day before when it was announced that he had passed away.

Howard Tracey Blackstone was the only son of the late Albion Blackstone, and was born at Portland, Maine, July 18, 1854. Brought up in that pioneer Prohibition State, and associated with several notable moral reformers, he was an ardent temperance advocate, and readily devoted his best energies in the Local Option campaigns in Orillia. In 1885, Mr. Blackstone was attracted to the Canadian West. He located in Winnipeg, that city then enjoying its first boom. For four years Mr. Blackstone was associated with Mr. T. H. Preston in the business department of the Winnipeg *Sun*. When Mr. Preston sold his interest in that paper and moved to Brantford, Ontario, Mr. Blackstone soon followed, and spent another four years with Mr. Preston, as business manager of the *Daily Expositor*.

In 1893, Mr. Blackstone came to Orillia and bought the *Times* from the late Peter Murray, its founder, who also laid down the pen after twenty-five years' work. Mr. Murray moved to Cleveland, Ohio, and Mr. Blackstone continued publication under the firm name of the *Times* Printing Co. Under Mr. Blackstone's management the circulation of the *Times* has doubled, and there has also been expansion in other directions.

Mr. Blackstone was president of the Orillia Branch of the Children's Aid Society, a director of Orillia General Hospital, member of the Council of the Board of Trade, an Elder in the Presbyterian Church, and for many years a teacher in the Presbyterian Sabbath School. He was for some years Church Treasurer and at the time of his death Treasurer of the Building Fund. The outstanding characteristics of Mr. Blackstone's life might well be summed up in the words of a friend who remarked on the day of the funeral, that his sterling integrity, his loyalty to principle, and his accuracy in detail commanded the respect and won the admiration of everyone.

Besides his widow, Mr. Blackstone leaves one son, George A., associated with him in business, and two daughters, Mrs. M. R. Upton, of Peace River Crossing, Alberta, and Mrs. (Dr.) Harold Kinsey, of Toronto. His eldest son, Mr. Paul H. Blackstone, died in Winnipeg, 12 years ago. Mr. Blackstone's cousin, Mrs. E. H. Godfrey, of Somerville, Mass., with her husband, visited Mr. Blackstone three weeks ago.

The Orillia *Packet*, a contemporary of the *Times*, said editorially:

"Mr. Blackstone deserves to live in the memory of Orillians as a good citizen and a man of public spirit, actuated by worthy ideals, who took a warm interest in the welfare of the community and the prosperity of the town. It is twenty-five years since Mr. Blackstone acquired a proprietory interest in the *Times*. Throughout all these years his relations with this office have been of the most harmonious and agreeable character. For this happy experience we give our late friend a large share of the credit. It will be the judgment of all who knew him intimately that H. T. Blackstone was a man difficult to quarrel with, being constitutionally inclined to yield a point rather than incur friction. He may sometimes have been accused of carrying this conciliatory spirit too far. But, after all, in the presence of Death and in the light of Eternity how many among us will hesitate to commend it?"

How One Dollar Paid for Many Papers

A very amusing and ridiculous experience at the recent meeting of the East Tennessee Press Association was the observance of the order of T. E. Donnelley, who has been appointed to a position in the War Industry Board, to the effect that publishers must eradicate from their mail list their entire lot of exchanges, and if we want a paper published anywhere instead of making an even exchange, as we have always done, we must now each pay to the other the cash subscription.

Some objection was expressed to this and the president gave a short talk on the order, and turning to the secretary sitting at the table with him said he wanted to continue receiving his paper, then to Bill Montgomery that he wanted his paper, and so on around the room, so he took from his pocket a dollar bill and passed it around to each member of the association, subscribing for their paper. This was continued by every member of the association until we all had renewed our subscription, so we will receive the exchanges just the same, and all of them will be paid for (?) in cash.—*Athenian*, Athens, Tenn.

The Late R. J. Devlin Was a Great Advertiser

Put a Lot of Personalty In His Work.

IN connection with the death at Ottawa of R. J. Devlin, president of the R. J. Devlin Co., Ottawa, the *Journal* of that city has the following interesting reminiscence of his advertising campaigns:

The late R. J. Devlin was one of the first merchants in all America to individualize his advertising. Back in the days of a generation ago, when advertising was a simple process of flaunting goods before the public, each advertiser making the bold claim of newness, style and price, when the advertising columns of newspapers looked like glorified handbills, Mr. Devlin realized that he could get closer to the public by talking away from his goods, and then leading up to a punch in their favor. He did it successfully, so much so that Devlin's advertising in the *Evening Journal* was reprinted by advertising journals and other trade papers all over America. Mr. Devlin was an observer, a philosopher, a humorist, and he combined all these faculties in the presentation of his advertising, for he himself prepared all the store's copy at that time.

Devlin's advertising was a municipal force as well. When the late Mr. Devlin made up his mind that a new bridge should be built or a new pavement put down, he devoted a portion of his advertising space to advocating the measure, and happy indeed was the municipal candidate who secured Mr. Devlin's support and his assistance in a campaign.

A TYPICAL ADVERTISEMENT

Here is the Devlin advertisement of January 3, 1887, the day following the municipal election:

WHAT WE MAY EXPECT FROM OUR NEW MAYOR

We expect that the Local Improvements so well begun shall be continued and completed.

That the City shall be made a pleasant summer resort for visitors and tourists.

That the Municipal Hospitality shall be extended to such in a style not hitherto attempted.

That Manufacturers shall be encouraged.

That the Civic Boundaries shall be enlarged—notably to the west and south.

That a bridge shall be thrown across the ravine from Parliament to Major's Hill.

That the monstrosity known as Maria Street Bridge shall be blown up, and a decent structure put in its place.

That two other bridges shall be thrown across the canal further south.

That all distinctions of Upper Town and Lower Town, all dividing lines of Race, Religion, and Politics be abolished, now and forever more.

That all property shall bear its legitimate share of taxation.

That the existing Robe of Office for Ottawa's Chief Magistrate shall be cremated and a handsome sealskin coat manufactured by R. J. Devlin, at immense expense, supplied instead. (This is urgent).

That the—but then I think Mr. McLeod Stewart has his work cut out for him in 1887.

R. J. DEVLIN.

P.S.—Snowshoes.

A few days later, Mr. Devlin announced that as no one else could be found to dissolve Parliament, he would do it himself! By way of appeasing the public, he offered some rare fur bargains in the meantime. His plan was frustrated, however, by a spell of soft weather, and he was able to explain his failure to dissolve Parliament by the "utter demoralization of the fur trade."

WEATHER PREDICTIONS

On another occasion during a prolonged spell of soft weather, which also "demoralized the fur trade," Mr. Devlin advertised every day that a frost would come on a certain date and he advised the public to buy coon coats in the meantime.

The advertising was the talk of the town. Speculations were made as to whether Devlin was right or wrong as to the weather. The day approached, and there was no let up in the thaw. Sparks Street was running with slush and water. But during the early morning of the day appointed the thermometer started to drop. Later in the day it became quite cold. By the time the afternoon papers were printed, Ottawa was in the throes of a blizzard which tied the town up with its ice and sleet.

Devlin's ad was a half page that day. It ran something like this:

We Told You So.

R. J. DEVLIN.

P.S.—Coon Coats.

Mr. Devlin was looked upon as a wizard by half the populace and as a successful joker by the other half.

The weather was the subject of a great deal of study and correct speculation on Mr. Devlin's part. His goods were seasonable goods, and his prognostications were watched closely and were remarkably correct.

IN FIXED POSITION

Devlin's advertisement never changed its location in the papers in a generation. Always it was top of editorial page and next editorial matter.

Of recent years the late Mr. Devlin did not pay the same close personal attention to his copy. His employees, however, and latterly his son, Brian, in particular, grasped the spirit of the father's example, and the Devlin advertising still retains the timeliness, the snap, and the flavor, as well as the selling qualities, of its early days.

Button Matching is Chance

Stratford.—Police Magistrate Makins, in Police Court, imposed a nominal fine of $5 and costs on Thornton & Douglas, Ltd., The Stratford *Herald* Printing Company, and Mr. Kingsley O'Bierne of The Stratford *Beacon*, on charges laid by Chief of Police Lannin, who alleged that defendants "did, contrary to law, publish, or cause to be published, a proposal, scheme or plan for disposal of goods by cards, tickets or other mode of chance, contrary to form of the statutes, on August 29 and September 3."

The case arose out of an announcement by Thornton & Douglas in advertisements appearing in The *Herald* and The *Beacon* relating to distribution of buttons by Thornton & Douglas. These buttons, which bore numbers, it appears were given away free by Thornton & Douglas. No conditions were attached. The advertisement of August 29 read, in part: "In each hundred there are two buttons numbered the same. When two boys meet whose numbers are the same, if they come to the store we will allow them $5 each on their new fall suits. Get busy, boys, and match up; wear your button on your coat and watch the other fellow's number. One boy, one button. Any boy with two or more buttons forfeits his chance."

The advertisement of September 3 announced the names of the winners, and added that there were still buttons to be matched up.

In this connection, it will be of interest to publishers to know that the same button scheme has been worked for years in Hamilton and London. In addition, the scheme has been worked this year in Toronto, Brantford, Ingersoll, Kitchener, Guelph, Chatham, Woodstock, St. Catharines, St. Thomas, Windsor and Sarnia.

Western Canada Circulation Men

THE Second Annual Convention of the Western Canada Circulation Managers' Association took place in Edmonton, August 13-14. Circulation managers from all the leading newspapers in Western Canada were present and took part in the lengthy programme of subjects dealing with circulation work.

The important question of subscription rates received particular attention. The necessity of an immediate increase in rates was recognized by all and the problem of how to keep rates within reasonable limits and still secure a fair amount of revenue from circulation brought out a lot of discussion. R. Sutherland, Western representative of the Canadian Press Association, spoke on the subject and stated he was in favor of a uniform subscription rate of not less than $7.50 a year for "Home Delivery" circulation, and $6.00 a year for a mail subscription.

A very frank discussion on the subject of voting contests was another important feature of the meeting; the consensus of opinion was strongly in favor of abolishing this method of securing circulation. Several members, whose publications have conducted "Voting Contests," stated that the after effects of these contests were extremely harmful and resulted in injury to their publication which entirely offset the temporary gain made in circulation.

The most remarkable feature of the convention was the strong get-together spirit that all the members evinced; any doubt that existed about the usefulness of such a gathering was utterly dispelled by the manner in which the members discussed the various subjects.

An invitation from Mr. Imrie, the secretary of the Canadian Press Association, was received inviting the members to join that Association with the view of forming a Circulation Manager Section in connection therewith. The invitation was favorably received by the members and a motion was made requesting Mr. Imrie to take the matter up with the publishers.

The Edmonton publishers extended a warm welcome to the visiting circulation men and entertained them at an informal dinner at the Macdonald Hotel. The newsboys' band was in attendance and furnished a splendid programme of music.

There is probably no paper outside the Grand Rapids *Press*, Mich., that goes in so extensively for welfare work among the newsboys as does the Edmonton *Journal*. Mr. Leitch, the circulation manager, gave the visitors a fine example of the work that is being done by taking them on a trip to Alberta Beach, where the *Journal* summer camp for newsboys is located. Here at this fine resort there have been erected two fine cottages and all summer long different batches of boys are taken down to enjoy a couple of weeks of the most healthy outdoor life imaginable.

The officers elected for the coming year were:

President—A. J. Hilliker, the *Herald*, Calgary.

Vice-Presidents—A. G. Cowan, *Free Press*, Winnipeg; R. R. Leitch, the *Journal*, Edmonton.

Secretary-Treasurer—J. F. Sweeney, *Free Press*, Winnipeg.

Directors—F. E. Henderson, the *Province*, Vancouver; G. Porter, the *Star*, Saskatoon; W. A. Scott, *Calgary Albertan*, Calgary; M. McNeill, the *Bulletin*, Edmonton.

The next convention of the association will be held in Winnipeg.

Maritime Publishers Elect Officers

A MEETING of newspaper publishers of the Maritime Provinces was held at Sackville and the Maritime Division of the Canadian Press Association was organized and officers appointed for the balance of the year. Among those present were Messrs. Edwin C. Young, Halifax *Chronicle;* A. R. Coffin, Truro *News;* J. W. H Sutherland, New Glasgow *News;* Mrs. P. M. Fielding, Windsor *Tribune;* Ralph H. Watts, St. John *Telegraph;* J. A. Tait, Amherst *News;* John A. Fisher, Pictou *Advocate;* J. P. Malaney, Woodstock *Press;* John T. Hawke, and W. K. C. Parlee, Moncton *Transcript;* J. C. Keating, Moncton *Times;* R. A. N. Jarvis, Newcastle Union *Advocate;* P. McCafferty, St. John, *New Freeman;* A. H. McCready, Sackville *Post;* D. F. McLean, Port Hood *Greetings*, and C. C. Avard, Sackville *Tribune*. Ralph H. Watts was appointed chairman, and C. C. Avard secretary of the meeting.

An interesting address on "The Relation of the Advertising Agency to the Newspaper," was given by C. C. Avard. J. P. Malaney also gave an interesting address on "Country Correspondence, How to Obtain and Maintain it." A discussion of "Job Printing Prices" was opened by W. K. C. Parlee, who gave some important illustrations. A general discussion of advertising rates was taken part in by Mrs. Fielding, Messrs. Hawke, Sutherland, Avard, Keating and others.

The following officers were nominated and appointed for the balance of the current year:

J. C. Keating, Moncton *Times*, President.

Edwin C. Young, Halifax *Chronicle*, vice-president for N.S.

J. P. Malaney, Woodstock *Press*, vice-president for N.B.

J. R. Burnett, Charlottetown *Guardian*, vice-president for P. E. I.

R. A. N. Jarvis, Newcastle Union *Advocate*, secretary.

J. W. H. Sutherland, New Glasgow *News*, auditor.

And an executive committee consisting of the above officers and Mrs. P. M. Fielding, Windsor *Tribune*, Ralph H. Watts, St. John *Telegraph*, C. C. Cormier, Moncton *L'Acadien*, and D. F. McLean, of Port Hood *Greetings*.

It was decided that the annual meeting be held at Truro on Oct. 23rd and 24th.

Through the kindly arrangement of Messrs. Avard and McCready and the courtesy of local autoists, the visitors were entertained in the evening with a drive through Sackville, Middle Sackville, Upper Sackville and surrounding country which was very much enjoyed.

Paste Holder For Pressmen

JOHN WEBSTER, a Toronto pressman, has secured a patent covering a design for a paste holder for printing pressmen, a device that fits on the back of the hand for holding the paste that has been for years daubed on the skin. The papers with the patent point out that "it has been a common and very old practice amongst men in the printing business when arranging a transfer or setting guide sheets in registrating a job to place a little paste upon the back of the left hand so that it is convenient to wipe a little paste by a finger of the right hand while holding the sheet in the desired position by the left hand, and to apply the paste to a corner or portion of the sheet thus held in order to secure it in position. This practice if carried out from day to day causes injury to the tissue on the hand and frequently causes skin diseases and sometimes blood poisoning through impurities in the paste. I propose to overcome the detrimental conditions of having the pores of a portion of the back of the hand constantly covered and closed by the paste, and in order to effect this result and yet not detract anything from the advantages of having the paste so convenient I provide a small cup-shaped receptacle. This cup is provided with a strong clip on the underside into which an elastic band is inserted. The band is slipped over the finger and upper knuckles so that the cup may be arranged over the back of the hand in exactly the same position as the pressmen now place the paste upon their hands. The paste is placed in the cup and is thus held conveniently so that it may be utilized as readily if not more so than when placed upon the skin, as a greater quantity can be carried, and it will not dry out as readily."

Mr. Webster showed one of the holders to PRINTER AND PUBLISHER. It is about three-quarters of an inch across, and a fairly shallow cup. It fits tightly to the hand and has all the advantages and none of the disadvantages of the old method.

THE OTHER PUBLISHER'S BUSINESS

Special Advertising, Circulation and Editorial Plans

The Stratford *Beacon* and *Herald* have both published notices to the effect that on September 3rd their subscription price for city delivery will be $5 per year.

The Burk's Falls *Arrow* has given notice that on the first of October the paper will advance from $1 to $1.25 or $1.50 per year. Don't split—make it the $1.50.

The London *Free Press* is putting on a circulation contest, offering a number of automobiles and other prizes. The list of rewards is stated to be worth $15,000.

The Bradford *Witness* publishes a notice that it is going from $1 to $1.50 in September, but gives readers a chance to clean up arrears at the old price, or pay in advance at the new.

The *Times*, of Treherne, Man., adopted the $1.50 rate some time ago, and should have been included in the list of $1.50 weekly and semi-weekly newspapers published in Bulletin No. 470.

The Vancouver *World* has taken up the idea of having a page convenient for sending the soldiers at the front. The paper carries local news almost exclusively, and nearly all of it has a military bearing. A couple of comic strips adorn the bottom of both sides.

The London *Advertiser* and London *Free Press* carried a nice volume of business on the occasion of Dollar Day being observed there late in August. Dollar Day is such an old acquaintance of the publishers that no introduction or explanation is needed.

Dollar Day brought a good lot of advertising in Fort William in the middle of August. Despite the difficulty in entering the market to restock the lines sold, the merchants in nearly all lines seemed to be able to get together an attractive list of offerings for the day.

On August 15th, the Saskatoon *Star* increased its mail subscription rate to $4.00 per year. On the same date the subscription rates of the Moose Jaw *Times* and Moose Jaw *News*, delivered to city subscribers, were increased from $5.00 per year to $6.00 per year.

The London *Advertiser* has a page on "The Housekeepers' Buying Guide." Two columns are taken up with a story on cooking, and kindred topics. Advertisers using space are meat markets, feed stores, seeds, vegetables, groceries, etc., as well as one bank carrying a corner position.

The Vancouver *World* developed a nice page of business on the strength of "School Opening." All the ads. have a bright, snappy look, and cuts of youngsters help to give it a look in keeping with the title. The advertising was secured from bicycle stores, books and supplies, clothing and shoe stores, etc.

The *Despatch*, of Alameda, Sask., has joined the more than three hundred other town and rural newspapers that are now charging a subscription rate of $1.50 or more. Mr. S. J. Dornan, the publisher of the *Despatch*, in reporting the increase states that he has not lost one subscriber as a result of the change.

The Windsor *Record* ran a page of advertising under the heading "Border Cities Business Review." The centre of the page is taken up with a short announcement concerning the growth and development of cities along industrial lines. Grouped around this appear the cards of a large number of banks, merchants, real estate men, automobile dealers, etc.

The Winnipeg *Free Press* on August 21 published the following:—Monday's *Free Press* carried 8,586 agate lines of paid classified advertising. This is an increase of 2,063 lines over the corresponding day of last year. Every issue of the paper sees a large number of advertisers using classified display, the new form of classified advertising introduced in Winnipeg by the *Free Press*.

The Wingham *Advance* on August 22 published a creditable edition of ten pages, the outside four being on book paper. "Industrial Wingham" is the feature article, well illustrated, descriptive of the outstanding enterprises of the town. A large amount of advertising is secured by writing up individual business men of the community. The typography and press work are uniformly good throughout.

The Halifax daily newspapers have increased their per copy rate from 2 cents to 3 cents. The yearly rate of the Halifax *Herald* has been increased to $7.00 per year, and the yearly rate of the Halifax *Mail* to $4.00 per year. The yearly rates of the *Chronicle* and *Echo* have not been increased, but increases have been made in the rates charged city and country agents, in addition to the increase in the per copy rate as stated above.

The Vancouver *World* is sending out the following notice to the trade:

"The Vancouver *World* has arranged with Mr. J. B. Rathbone, Toronto, to take entire charge of its Eastern Canadian advertising interests, effective from this date, as a salaried staff representative. Mr. Rathbone will, on behalf of the *World*, as he now does with his other connections, co-operate to the fullest extent with the general agents and advertisers."

The Halifax *Echo* has a good idea in connection with securing automobile business. It has been running a series of articles on the working units of the automobile, written by Frederick Guerrlich. The heading announces "Make this your automobile correspondence school." The story does not take a column in space, but is illustrated with a zinc. On the strength of this a full page of business is developed. The idea is a good one and there is no reason why it could not be applied elsewhere.

Commencing August 1st, the subscription rates of the Regina *Leader* and the Regina *Post* were increased to the following: Delivered by carrier in Regina, 15 cents per week, 65 cents per month, and $7.00 per year; delivered by mail, $1.50 for three months, $2.75 for six months, and $5.00 per year. The old rates were as follows: Delivered by carrier in Regina, 10 cents per week, 50 cents per month and $5.00 per year; delivered by mail, $1.25 for three months, $2.00 for six months and $4.00 per year. Of the increase in the delivery by carrier rates 20 per cent. is being paid to the carrier boys.

Peterborough *Examiner* had "Dollar Day" on August 21, in which about 45 of the city stores participated. The cash prize features were also included, amounting to $175. The *Examiner* explains it this way: "This money will be given away in this way: With every Dollar Purchase on that day, an Estimating Blank will be given to the purchaser. You will fill in your name and address, and a number representing your estimate on the following question: Estimate the number of these blanks that will be filled in and dropped into wooden box in front of *Examiner* office by 10.15 p.m. on Dollar Day."

Burk's Falls *Arrow*:—A certain Toronto advertising agency has been looking after the Ontario Government's Organization of Resources publicity on a business basis whilst the Government has been sending reams of literature for which there is to be "no remuneration." In other words, the Ontario Government pays its staff to prepare the copy; it pays for the stationery, envelopes, postage, etc., but—the country weeklies are asked to print it all *without any remuneration!* Does Sir William Hearst consider that the decent and honorable way to deal with the country press? Does the new Minister of Agriculture consider it a square deal?

The *Canadian Home Journal,* Toronto, put into effect last month an increase in its yearly subscription rate from $1.50 to $2.00. About eighteen months ago the subscription rate of this publication was increased from $1.00 to $1.50. Mr. W. G. Rook, the President, states that this step was taken with some fear and trembling as to what might happen to the *Journal's* subscription list. His report after eighteen months is that the subscription list was not only held but was considerably increased at the new rate. Based on the experience of the previous eighteen months, Mr. Rook does not expect that the present increase will have any appreciable effect on the subscription list.

The Edmonton *Bulletin* publishes the following announcement over a section of its classified page: "If you have green feed for sale, either to ship or feed, forward your name, address and the amount and kind of feed you have to sell, or the number of cattle you will take to feed, to this office, and the *Bulletin* will publish the above particulars free of charge. This suggestion is offered to assist in bringing the surplus livestock of the south in profitable touch with the surplus green feed of the north. As the case is urgent as to time, the information may be sent by 'phone message—at cost of sender—or by letter. Absolutely no charge by the *Bulletin* for publication of the information."

The Stratford *Herald* had a full-page advertisement seeking to impress upon the workmen of that city the desirability of remaining with their present employers, and combating the idea that they can do much better by going to the larger centres with the promise of big remuneration. It is also pointed out that men leaving now for new positions are likely to be the first laid off if a slack season comes. The ad says: "The man who stays by his job these days—the man who is the stayer—not a floater, here to-day, gone to-morrow—he is the man whose services are best appreciated and who lays the foundation for his own home, for himself and family." It concludes as follows: "These firms need men in every industry. They are ready to reward intelligent service." The announcement is signed by sixteen industrial concerns of Stratford.

The Nokomis (Sask.) *Times* of recent date takes three columns to tell the following little story:

There was an old geezer and he had a lot of sense. He started up a business on a dollar and eighty cents. The dollar for stock, and the eighty cents for an ad brought him three lovely dollars in a day, by dad!

Well, he bought more goods and a little more space, and played that system with a smile on his face.

The customers flocked to his two-by-four and soon he had to hustle for a regular store. Up on the square, where the people pass, he gobbled up a corner that was all plate glass. He fixed up the windows with the best he had and told them all about it in a half page ad.

He soon had 'em coming and he never, never quit, and he wouldn't cut down his ads one jit. And he's kept things humming in the town ever since, and everybody calls him the merchant prince.

Some say it's luck, but that's all bunk, why, he was doing business when the times were punk.

People have to purchase and Geezer was wise, for he knew the way to get 'em was to advertise.

The papers in Winnipeg were the first to start the campaign for a higher rate some time ago. It can well be remembered that when they went to ten cents a week many of the eastern publishers thought that was a pretty fair start toward getting away from the one cent paper. The Winnipeg *Free Press, Telegram* and *Tribune* all have page announcements in a recent issue of the *Free Press.* The *Telegram* also takes occasion to make its bow once again to the public. The papers of Winnipeg apparently are adopting the plan of getting a fortnightly collection from their subscribers of 30 cents, bringing the price of the paper up to $7.80 per year. Surely this is a satisfactory level from which to gaze upon the form of insanity that used to lead some Toronto and Montreal publishers to flood the country with good papers at from $1.50 to $2 per year. And just in passing it might be mentioned that the page ads. in the Winnipeg papers are remarkably good specimens of typography. It is not an easy matter to use a page of space to make an announcement of an increase in subscription prices, and keep some portion of it from looking flat or monotonous. The Western papers have turned out three splendid pages, each one of which is a credit to the artistic sense of the composing room doing the work.

A Winnipeg newspaperman makes the following additional explanation to PRINTER AND PUBLISHER:—

"As you will see from the announcements the city and suburban rate of the Manitoba *Free Press* (morning), the *Free Press Evening Bulletin,* the Winnipeg *Tribune* and the Winnipeg *Telegram,* effective September 1st, is 15c per week. The mail rate of all three evening papers in the province of Manitoba has been increased from $4.00 to $6.00, and the mail rate of the morning *Free Press* from $6.00 to $7.00 per year. The mail rate in the province of Saskatchewan, Alberta and British Columbia of each paper has been increased from $3.00 to $4.00 per year and the mail rate in Eastern Canada, the United States and Great Britain has been increased from $4.00 to $6.00 per year. Corresponding increases have also been made in rates to news stands, to news boys, to country dealers, etc."

Standard Enlarging

St. Catharines *Standard*:—Ground was broken this morning by Messrs. Newman Bros., the well-known contracting firm, for the erection of a new and large addition to the Standard building, made necessary by the constantly increasing business and the economical requirements of having all the mechanical departments of the paper on one floor level, instead of the four different levels on two floors, which have become overcrowded by the more modern production of the paper by fast presses requiring stereotype plates for every page, and the substitution of linotype machines for the now obsolete monoline typesetting machines. It is a notable coincidence that just twenty years ago (Saturday, August 13, 1898) the *Standard* announced the purchase of its present premises.

The Secret Is Out Now

Toronto *World*:—Now that the Canadian editors have returned, or those at least of the profession who were deemed worthy to join the expedition of wisdom, it may be permitted to reveal the great secret that lay behind their visit to France. Had it been told at first, these brave and disinterested men might have been made the special object of the enemy's attack, with disastrous results to those concerned. The secret was well kept, however, and it probably has not yet occurred to any of the unthinking critics in Canada that the whole tide of war turned as soon as these sapient gentlemen got within earshot of General Foch and told him what to do.

Since then the allied arms have had an unbroken series of triumphs. It is easy to see why. One doubts if it were wise to bring them home at such a critical stage. However, the nation will rest at ease knowing that their patriotic spirit will place them at Foch's service any moment he wants them, and that they will cross the ocean willingly whenever they may be called upon.

What the Agencies Are Doing

The Toronto office of the Advertising Service, Limited, has been enlarged to accommodate an ever-growing business.

The O'Cedar advertising now running in Canadian newspapers was prepared by the Advertising Service, Limited, Montreal and Toronto.

Advertising Service, Limited, has placed the fall advertising for Nordheimer's Aeolian-Vocalion. The copy and illustrations are very effective.

Milton Bergie has opened an office in Oshawa for the Consolidated Advertising Agencies. Mr. Bergie is a specialist on automobile advertising.

The account for the famous Republic Motor Trucks is being handled by the Baker Advertising Service. At present the advertising is limited to announcements.

An advertising campaign is being conducted by R. C. Smith & Son, Limited, Toronto, for the Confederation Life Association. This advertising is limited to the big dailies.

Fulton Motor Truck, New York, are running a number of ads. in Toronto papers. The campaign is being conducted by the Baker Advertising Agency and will be extended to a wider field as the occasion demands.

New advertising copy has been prepared by the Norris-Patterson Agency for Old Dutch Cleanser. Old Dutch Cleanser advertising has always carried a punch, and this new series will prove no exception to the rule.

The Goodyear Tire & Rubber Company have a new line on the market—Neolin Half Soles. Their advertising campaign for Neolin soles proved a great success and the same is expected in the case of their new line. The Baker Agency is looking after this campaign.

Miss K. L. Hansler, of the Advertising Service, Limited, just returned from Detroit where she attended to the advertising of the Detroit-Wallaceburg steamship line. This account is handled by the Advertising Service, Limited, in conjunction with the Canada Steamship advertising.

A campaign of advertising has been prepared by the McConnell-Ferguson Agency for the Kitchen Overall & Shirt Company. Space will be taken in newspapers and farm papers of Canada. K. O. & S. products are a big success and this new campaign for more business should be productive of splendid results.

D. S. Blackie, vice-president and manager of the Montreal office of the R. C. Smith & Son Advertising Agency, who enlisted with the Canadian Tank Battalion, writes to Mr. Adam Smith in glowing terms of his experiences in the Old Country. The Tank Battalion is rated as one of the finest bodies of soldiers that has ever left Canadian shores. They will soon be called to the firing line in France, and no doubt will give a good account of themselves.

A test campaign for Theroz mess kit has been launched in Toronto papers, preparatory to a Dominion-wide drive. The account is taken care of by the Baker Advertising Agency. Theroz mess kit is a relative of fuel cubes, the latter being greatly dependent upon the former for its demand. Theroz mess kit is a boon to the boys at the front for heating and cooking purposes. Great sales are recorded in the States for it and no doubt the advertising campaign in Canada will be productive of like results, judging by the excellence of the copy already put out.

A campaign in a number of Ontario papers has been conducted by the Baker Advertising Agency for Velnor Shampoo for the past two months. The advertisements consisted of displays and reading notices. Just at present the Mutual Sales Co., who sell Velnor Shampoo, have difficulty in supplying the demand, due to scarcity of raw materials for manufacturing the product. The campaign will be extended as the situation improves. Outside of Ontario the only papers used for this campaign are some of those on the west coast for the purpose of a sample test.

Complains of Slack Work

Curling, Newfoundland, Sept. 4, 1918.

Editor PRINTER AND PUBLISHER,
Toronto, Ont.

Sir,—If photo engravers would give greater attention to the detail requirements of the printer who handles their product it would, I believe, tend to better satisfaction all round. The photo engraver is equipped with machinery and facilities for the mounting and squaring of blocks, etc., not in the possession of many of the users of their product and yet they will send out high-priced engravings, the bases of which are neither "square, oval or round." I handle quite a few of engravings in the course of a twelve-month, and I have similar troubles whether I secure the engravings from a high class concern or otherwise. For instance: recently I had in hand a particular piece of color work involving five plates—line engravings and half-tone. I had done similar work and had had considerable trouble owing to my engraver not having squared and registered the plates. This time I decided to make a change and in view of the fact that the price was practically 30 per cent. over and above what my old engravers were prepared to supply me the plates for, I naturally expected careful attention to such details; but I find otherwise to be the fact. On one little 3x3 block there were some eight points out of square. On another block, a little bigger, there was a similar difference in opposite direction. No two of the engravings registered, though I had made special order to the engraver in that matter. Both the houses referred to are situated in Toronto, but I have had similar experience of those of other cities. The engraver who will study the requirements of the printer and set about to supply the same, he will not only help to clear the atmosphere surrounding the printer, but he will bring greater grist to his own mill, for we do not kick at the price when we get what we want.

A. L. BARRETT.

Half Century in Business

"Wimble's Reminder," published quarterly by the F. T. Wimble Co., Ltd., of Sydney, Australia, has issued its jubilee number. The work is well done, from the embossing to the faultless register on color work and the general excellence of the whole publication. The firm of Wimble & Co. has had a long and honorable career, being the pioneers in the business of making printing inks and handling supplies in Australia. The fourth generation has already come into the business, and the growth of the organization has been remarkable. The name of Wimble was first known as an ink maker in London, England, in 1768, when ink of a uniform quality was produced by Thomas T. Wimble. Likewise the production of colored ink in England is credited to the late Benjamin Wimble. But it remained for F. T. Wimble to carry the family name to Australia, and there lay the foundation for the great business that has been since developed. In 1867 he landed in Melbourne. His first ink was used to print the "Evening Star" on the first paper manufactured in Australasia. His little shop there is a long cry from the fine head office and warehouse now occupied at Sydney.

The whole publication is a house organ on a sane and progressive idea, and PRINTER & PUBLISHER is pleased to extend greetings to the house of Wimble on the attainment of a half century's standing in honorable business methods.

E. M. Ferguson, formerly of the Knudson Ferguson Mfg. Co. of Duluth, Minn., has succeeded C. J. Halling as secretary and treasurer of the Horton Manufacturing Co., Minneapolis, Minn., makers of the Horton variable speed pulley and guard.

Helping Printers Who've Been "Over There"

Monotype Company Work With Soldiers' Aid Commission.

WHAT the Monotype Schools are Doing to Help the Boys Who Come Back From "Over There" is the title of an artistic and highly interesting testimonial souvenir issued in connection with the School Exhibit at the Canadian National Exhibition, Toronto, Ontario, August 26th to September 7, 1918, and which we consider worthy of mention in these columns at this time when we are all striving to "do our bit" to assist in re-establishing in civil life our brave boys who have returned from "Flanders Fields" after having fought our battles for freedom and democracy.

From the inception of the Soldiers' Aid Commission the Monotype Company has co-operated with the Commission by offering free tuition in its schools to all returned printer-soldiers who were desirous of returning to civil life in the capacity of Monotype operators, either keyboard or caster, and at the same time earn a good wage at an interesting and educational trade. War conditions have demanded greater efficiency in the printing office with a reduced working force. The Monotype Company, with the aid of its equipment and schools, have made it possible to accomplish this in the composing room by increasing production and making the whole force more efficient.

The Monotype Company, through PRINTER AND PUBLISHER, therefore welcomes returned printers who have fought the good fight for liberty, and who are now invalided home, into its schools where they are given an opportunity to again secure a place in business life, that will be more remunerative and pleasant than that which they left to answer their country's call. A Monotype School, where the keyboard, caster or combination course will be taught, has been located in the Lumsden Building, at the corner of Adelaide and Yonge Sts., and which is one of the finest office buildings in the city. The Toronto School was formerly in the *World* Building, but owing to the need of larger premises has been moved to the Lumsden Building. The Monotype Schools in Canada and the United States have been and are now an important factor in solving the operator problem of Monotype plants in these times of labor shortage, which affects every branch of the printing industry.

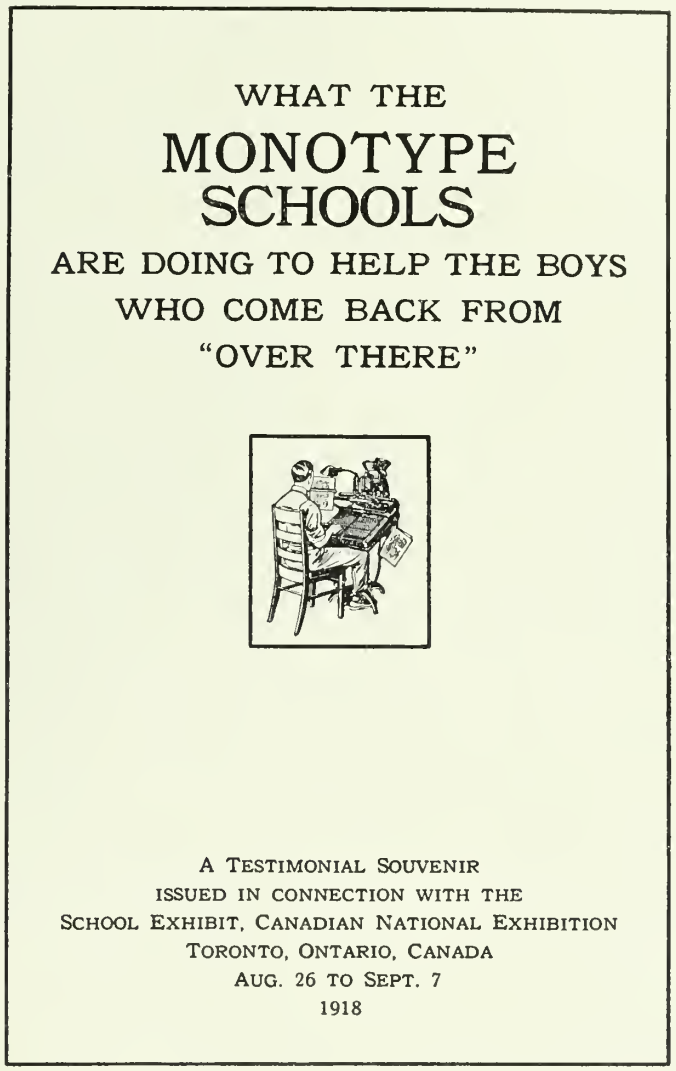
Up to the time of this issue of PRINTER AND PUBLISHER, the Monotype Company informs us that a considerable number of returned men have completed their courses on the Monotype and are now located in different parts of Canada where they are all making good. The following are a few of our boys from "Over There" who are now operating Monotypes and who fought in some of the now famous and historic battles in which the Canadians were engaged:

Private Ed. J. Stephenson—No. 679294, O.M., F.C., has seen service with the 169th Battalion and the 2nd Canadian Pioneers, enlisting in the former on Jan. 11, 1916. At the end of October he reached England and was in France just one month afterwards in the Pioneers. There he saw continuous service, including the more notable battles of Vimy Ridge and Passchendale, until wounded at the latter place on October 25, 1917. After seven weeks in the hospital, he was moved to England. At Liverpool the following May, empyema set in, necessitating another operation, hut within a week he had embarked for Canada. Pte. Stephenson, who at one time was a general organizer in Western Canada for the American Federation of Labor, believes that Monotype tuition should play a large part in the rehabilitation of printers disabled in war service, who will be unable to work on the floor as they did before enlisting. It is his opinion that in this way the printing trade will be able to absorb all members of the craft who are returned as casualties, no matter what their disabilities may be, which will be a satisfactory solution from a national standpoint.

Private P. E. MacIntyre, who is now operating a Monotype in Saults & Pollard, Ltd., Winnipeg, is a returned "Princess Pat" man, having joined the Winnipeg Grenadiers in 1914 and later was transferred to the "Princess Pats" in December of that year, being one of the first reinforcements to this famous regiment. He fought at St. Eloi and Ypres, being wounded in the shoulder with an explosive bullet, which left a nasty wound eight inches in length.

Sergeant Jack Ball joined the 59th Glengarry Highlanders at Alexandria, Ontario, as signaller, and later joined the 38th Battalion with which he went overseas and later fought at Ypres and Ancre where he was wounded by machine gun fire and shot through the right elbow. He is now operating for the *Advertiser* Job Printing Co., London, Ont.

Sapper George Allan, after having served over twenty-



The above is a reduced reproduction of the tasty and artistic testimonial souvenir issued by the Lanston Monotype Machine Co., in connection with the School Exhibit, Canadian National Exhibition, Toronto, Ontario, August 26th to September 7th, 1918. The original was a 6 x 9 booklet with cover in two colors and consisted of 16 pages exclusive of cover.

two months "Over There" returned minus a limb after the battle of Vimy Ridge and after completing his course in the Monotype School accepted a position with the *Leader* Publishing Co., of Regina, Sask. Sapper Allan enlisted in Toronto with the 3rd Field Company Engineers.

Private Adelard Morin is a Montreal boy who has seen service with the 73rd Battalion, Royal Highlanders of Montreal, fought at Kemmel, where he was wounded by the fire of a trench mortar when it caused the walls of the trench in which Pte. Morin was standing to cave in and bury him. Later he suffered three shrapnel wounds in the leg while going "Over the Top." He is showing every earmark of becoming a very efficient operator.

Private Michael Waxman has seen service in France, the Dardanelles, Salonika and Egypt. He was wounded in the neck at Ypres by flying shrapnel and after recovering volunteered for service in the Dardanelles where he contracted malaria which laid him up for months. Upon his arrival in England he was welcomed by a German air raid, but came through without injury. Later returning to Canada he took up the Monotype course and is now in the employ of the *Herald* Press, Montreal.

Do You Dare Try This?

Alvinston *Free Press*:—The Sanilac County (Mich.) *Republican*, of June 21st, contirues a rather unique advertisement placed in its columns by a Sandusky merchant who had gotten tired wasting postage on a lot of people who owed him money. He starts off by saying:

"You may buy one or all of these accounts—the highest offer will be accepted. They will be advertised until collected, settled or sold. Other accounts now on my fyles will be added to these, as I must have a settlement sometimes in order to meet my own obligations."

Then follows a list of seventy names with the amount of the account opposite each. The amounts of these accounts run from 75c to $50.

If some Alvinston merchant adopted this plan, there would be a lot of people uptown as soon as the paper was out, some looking for a shotgun, others looking for the wherewithal to get their names out of the paper.

We often think what a sensation we would cause were we to publish the list of our subscribers with the date to which they were paid. No doubt a large number of our subscribers would find it interesting reading and some important information might be gained. The facts would be startling.

It is somewhat galling for the merchants and other business men to see people against whom they have large accounts strutting around the streets wearing good clothes and smoking fancy cigarettes or riding in automobiles, who will not pay an honest debt if they can possibly avoid it. The credit business is gradually killing itself and it will not be long before everything will be on a cash basis.

The Hand-Set Morning Paper.

By Bruce S. Robb

There was a return to primitive conditions in the St. John newspaper offices recently when the typesetting machines stood idle and every man who could stick type was hard at work at the cases, limbering up fingers long unused to the handwork, in some cases, but every one doing his bit towards getting out the papers on time. The condition was a result of a strike of the employees of the power company which has the monopoly of electric and gas franchises in the city. Through the efforts of the city commissioners, the men consented to keep the power plant going, although the street cars were stalled, but the city's gas supply was cut off when the men went out. This was at nine o'clock in the morning and by ten the gas in the mains was exhausted and the flames under the metal pots flickered and died out. In preparation for this the afternoon papers had been rushing work on early copy. The bulk of the day's news still had to be handled, however, and in condensed form. The most important stories were turned over to the printers to handle by hand.

Owing to the lack of type for such an emergency the usual size of eight point soon ran out and ten and twelve point and even larger sizes were pressed into the service, the larger type having the compensating quality of filling more quickly the yawning columns of the live news pages. The papers came out—and on time—but they were rather strange looking sheets.

Meanwhile, through the efforts of the city commissioners and the Board of Trade, the strike had been settled and the men returned to work in the gas house and elsewhere. Starting work and starting the gas were different propositions, however, and it was in the evening when the jets again showed signs of life.

By some peculiar freak of the mains one of the morning papers secured a full supply of gas so early that no inconvenience was experienced while the other office was left destitute. In the latter, the preparations which had been made for the gasless attack were put into effect and hand composition became the order of the night. The result was the production the next morning of the first entirely hand-set newspaper which had appeared in St. John since the advent of the typesetting machines. The limitations of staff and equipment made it necessary to reduce the paper to smaller size than usual, but apart from that, the issue was a credit to the enterprise of the management and the courage of the staff in overcoming difficulties.

Once again it had been shown that it takes more than adverse circumstances to keep a paper from coming out.

War Did Not Scare Him

Charles N. Wheeler, London correspondent of a number of papers, sent the following from London, Eng:—"On August 5, 1914, the day after war was declared, I increased our advertising space. From that day I have been buying all the advertising space available, I would do more advertising to-day if I could get the space.

"We are limited only by the limitations of the newspapers. We are taking right now every inch they will give us and at rates that would make us in the States turn somersaults and fall over backwards.

"I am paying at the rate of $1 per agate line for display space right now. I will take more space if they will give it to me—and at that rate. I probably will pay more before the war is over. But I will take all they will give.

"The first four months of this year have been the biggest four months in our history."

The foregoing statement was made by Harry Gordon Selfridge. I dropped in at the Oxford street store the other day to have a chat on business and the effect the war was having on great mercantile establishments of this character. People here refer to the Selfridge store as the "miracle store" and the "brilliant business romance."

Recruiting Enthusiasm Should Last

Bracebridge *Gazette*:—What right has any man to boast about his friends or relatives or employees "over there" unless he was the cause of sending them there? Not only do people boast of their brothers and cousins and nephews, but there are the wider, wilder boasts. Thus manufacturers and other employers boast of their former employees in active service as if they were in active service through some special inducement of those employers. A case in point is that of one of the largest employers in Canada who at the beginning of the war enclosed in their pay envelopes one week the notice "Your King and Country need you. We don't." That was in the fall of 1914 when business in manufacturing, transportation and construction was at its lowest ebb. To-day the very institution that thus curtly dismissed its men has the names of all those men engrossed in its "Honor List." Churches, lodges, clubs and various organizations have similar "Honor Lists" which are all right in their way but probably not one in a thousand of the members who have gone have done so through any inducements held out by factory, church, lodge or club. It is well to keep those lists and look them over very frequently, not to boast about, but to send comforts to the boys and give comfort to their parents and other loved ones.

Canadian Press and Franchise Rights

Edward Beck Starts Pointed Discussion.

EDWARD Beck, in a letter to the press, has started a discussion that has a deep and pointed interest to Canadian publishers. It all came out of the purchase of the Windsor *Record* by W. F. Herman of Saskatoon. From what this paper can learn the *Record*, on hearing of the second paper yarn, set to work to keep it out by arranging to buy the C. P. franchise for Windsor. Apparently the move succeeded.

The following is a copy of Mr. Beck's letter, which appeared in several Canadian publications:—

The *Editor and Publisher* is authority for the statement; that a responsible Canadian newspaper publisher who proposed to establish a daily newspaper in an Ontario city where now only one newspaper exists was prevented from carrying out his intention because his application to be permitted to participate in the news service controlled by the Canadian Press Limited was turned down by the directors of that organization to whom it was made.

As a consequence of the refusal, according to the same authority, the owners of the existing newspaper, being thus guaranteed a monopoly of their field, were able to dispose of their property at a greatly enhanced price, which they did, the purchaser being the applicant who was "turned down" by the Canadian Press Limited.

The action of the Canadian Press Limited has been explained by one of the directors as being due to their policy to oppose the establishment of newspapers during the war, taking their cue, presumably, from the attitude of the pulp and paper section of the American War Industries Board, which is attempting to apply a similar policy to the United States. But, as The New York *Times* points out, such a policy cannot be enforced. In the words of *The Times*:

"The board has gone too far in ruling that during the war no newspaper shall be established. The Government has no such power, not even under the utmost stretching of authority in time of war. Every citizen, subject to his responsibility under the law, has the constitutional right to speak his mind through a newspaper or otherwise in time of war or peace. . . . There has been quite enough of stretching and expansion of law under the excuse of war necessity. The constitution as it is written confers all needed power. It will be better not to meddle with its safeguards."

As I understand it, the Canadian Press Limited is supported in part by funds voted by the Parliament of Canada. Its action in confining participation in its news service exclusively to those who are now participating therein seems to me to constitute a violation, in spirit if not in letter, of the conditions under which it accepts such funds, not to speak of it as an infringment of the guarantee of a free press, since it is manifestly impracticable for anyone successfully to establish a daily newspaper in Canada if denied access to the Government-fostered news monopoly controlled by the Canadian Press Limited. The question arises: has the Canadian Press Limited any moral or legal right to take public money—money contributed by the people of Canada as a whole—and use it for the creation or the furtherance of a newspaper monopoly? Should not a quasi public service, maintained in part by public money, be accessible to all bona fide publishers on exactly the same terms?

One of the chief grievances of the Canadian newspaper publishers made to the Government at Ottawa against the manufacturers of newsprint paper was that the manufacturers, so it was alleged, had used their power to prevent competition amongst the paper mills. If this is an offence when alleged against the paper mills, what does it become when practised by the newspapers?

EDWARD BECK.

CHALLENGES FREEDOM OF PRESS

The *Statesman*, published in Toronto by Lindsay Crawford, also gives publicity to the Beck letter. The *Statesman* says:—

One of the greatest bulwarks of freedom is the right of free speech. So long as men's thoughts and tongues are free to proclaim the rights of the people and to denounce autocratic tyranny, so long will liberty rear its head in the densest jungle of despotism. The right of free speech implies the liberty of the Press. What a man has the right to proclaim with his tongue, he must be free to write and publish. Are we in Canada in the full enjoyment of freedom through the Press? Is the Press of Canada in reality free?

One of the most significant signs of the times is the widespread distrust of the Canadian Press. That there are exceptions does not minimimze the gravity of the situation which the general lack of confidence in Canadian newspapers has created. The reading public does not arrive precipitately at the conclusion that the Press of Canada has forfeited its confidence. The causes are cumulative in their effect. There is a widespread prejudice against newspapers as untrustworthy vehicles of news. Many instances might be cited of the publication of unreliable news, although it would be difficult for the average reader to recall the particular cases that excited his distrust. It is the constant dropping that wears away the stone, and the faith of man is not shattered by one fell blow of circumstance.

A FALSE NEWS DESPATCH

One glaring example of the unreliability of our news services was the publication of a London despatch which intimated that the British Government had transferred Brigadier-General Garnet Hughes from his command on the western front to take charge of the manufacture of cellulose. Of course this despatch was wholly devoid of the truth, but it should not be beyond the power of our Government or Censor to trace the author of this unfounded statement. As a matter of fact, the British Cellulose Company, which Garnet Hughes joined after surrendering his command, is at present the subject of investigation, unpleasant charges having been made in British newspapers that brings Canada once more into the spotlight of unenviable notoriety. But why has the Canadian Press Association taken no action in this and other matters that affect the probity of our newspapers?

After publishing the Beck letter the *Statesman* continues:—

As the question of national reconstruction is now uppermost in the minds of thinking men, the time seems opportune for a searching enquiry into the relations of the Government to the Canadian Press, Limited, and the monopoly it seeks to control in the field of Canadian journalism.

When, in 1917, the Toronto *Globe* and the Toronto *Star* combined to bring the newspapers of Ontario into line behind Borden and the Unionist party, they opened the eyes of their readers to the unpleasant fact that no greater curse can befall a country than a Press monopoly that poisons truth at its source. Why should the Canadian Press, Limited, have the right in this country to determine when and where a newspaper may be established, and whether it shall have access to news services that are subsidized by the Government?

But a more serious aspect of the newspaper question is the influence which Toronto wields in the dissemination of news on which public opinion is moulded.

A newspaper in Toronto is compelled to turn over, for use outside of Toronto, all the news it gathers for itself within a radius of about 150 miles." As every newspaper in Toronto was a Unionist organ at the last election, the news disseminated by these Toronto papers was of a wholly partizan and one-sided character. It was the same in other large centres. The news of the Dominion was in the hands of an organization which published garbled facts, and which deprived the public, who subsidize these news services, of access to the true facts. For facts which in themselves may be correct are not true where the whole truth has not been stated. In the face of these revelations, who will say that in Canada we enjoy freedom of the Press?

"LET THEM ALL COME"—TELEGRAM

The Toronto *Telegram* agrees that Beck is right in his contention, and states its position as follows:

Saturday Night and its correspondent, Mr. Edward Beck, and Mr. Lindsay Crawford's *Statesman* are absolutely right in their contention that a news service to which the Federal treasury contributes $50,000 per annum should not be monopolized by established newspapers.

A yearly subsidy of $50,000 is the form in which the Dominion Government helps to give the morning and evening newspapers of Canada the service of a leased wire from coast to coast. The grant increases the national usefulness of the Maritime Province and western newspapers. The $50,000 grant adds nothing to the privileges and subtracts nothing from the expenses of newspapers published in the leading cities of Ontario and Quebec.

The *Telegram* is not burdened by any deep sense of gratitude for the benefits received from this journal's share in the $50,000 Government grant. The *Telegram* is burdened with a realization of the truth that the established newspapers of the country should not be free to partially support their news service with a Federal subsidy and free also to suppress competition by refusing that news service to creators of new publications.

Established newspapers enjoyed no protection against the competitive activities of the *Telegram*. The *Telegram* enjoyed no protection against the competitive activities of new pubilcations in Toronto. The *Telegram* does not believe that established newspapers should permit the Government to subsidize their news service and then protect themselves against the establishment of new publications by a refusal to sell that service to all comers. Nor does the *Telegram* believe that the Government should permit the country's established newspapers to suppress the possibility of rivalry from new publications by the exercise of an absolutely unchecked control over the agencies of news distribution. The *Telegram* had to make its way in a local newspaper field that was open to all comers. The Canadian newspaper field should remain over to all comers. *Saturday Night*, the *Statesman* and Mr. Edward Beck can recognize in the journal an ally, not an enemy, of their battle for the free trade in the production of newspapers. Under that system of free trade every patriot promoter or publisher who wishes to start a newspaper is free to buy a news service and go into the business.

THE POSITION OF THE C. P.

The Canadian Press Limited, in discussing the situation in Windsor, claim that no person was injured, and that both Mr. McKay and Mr. Herman are well satisfied. They point out that until injury has been done to any party there is no foundation for a charge of monopoly. C. O. Knowles, manager of the C. P., speaking of the matter to PRINTER AND PUBLISHER, stated: "The government grant was secured in the first place not for the benefit of the newspapers, but to further the cause of national unity in the Dominion. In the wire system that existed some time ago there were great gaps that could not be bridged by a leased wire because there was no revenue bearing district that could be drawn upon. These gaps were from Montreal to St. John, N.B., from Ottawa to Winnipeg and from Calgary to the Pacific Coast. If things were allowed to remain that way, what would result? Simply this: The eastern part of Canada, in the Maritime Provinces, would look to the New England States for its supply of news, and its trading relations would be bent more than ever in that way. Then the great western area of the Dominion would look to the American sources along the Pacific coast and in the middle west for news services. The government grant was given so that the whole could be linked up in such a way that there would be a steady flow of news from one part of Canada to the other—the whole thing essentially Canadian. There is not a paper in Canada that is not paying more, and immensely more, for their news than they were before. The government grant has not put a single cent in the pocket of any Canadian publisher, and what is more, that government subsidy does not pay for the upkeep of the wire that is subsidized.

"The Canadian Press does not sell news. It is a co-operative business for the gathering and distribution of news. We do not make profits. The whole thing is on an assessment basis. If we find that the assessment against any paper has been too high, then it is rebated. If at any time we find that the expenses are greater than the receipts the only way we have is to increase the assessment. There is no margin to work on. And what is more there is no prejudice on the part of the directors against any publisher that would lead to keeping him out of any field. The whole idea is simply to get the best returns in a legitimate way for the publishing business, and to encourage the members to turn out the best possible papers in their districts."

WHAT HAPPENED IN WINDSOR

"But how about the Windsor case?" inquired PRINTER AND PUBLISHER; "is it a fact that the C. P. refused to grant a franchise for a second paper there?"

"The Windsor *Record*," stated Mr. Knowles, "had been taking only a small service from the Canadian Press. There were some days when we would send nothing whatever there, and the fees from the district were very small. The paper was drawing quite a bit of wired stuff from the U. P. via Detroit. The merchants there desired to have Mr. Herman of Saskatoon start a paper in Windsor, because there had been a large amount of Detroit business carried in the *Record*. Mr. Herman came east and looked over the proposition, and decided to go ahead with the establishment of another paper. He applied to the C. P. for a franchise, and according to the rules of the association, Mr. McKay was notified and given a chance to protest. This he did, stating in his defence that there was no room for two papers in Windsor, as only a very small proportion of the merchants there were habitual advertisers. The directors of the C. P. were inclined to take the same view, and advised Mr. McKay to take the leased wire himself and publish a paper in keeping with the size of the district, the promise being made that they would suspend the Herman application in the meantime. It was also considered a poor move, owing to war conditions, to encourage another paper to start just now calling for a large outlay and a large amount of competition. Mr. McKay agreed to do this, and Mr. Herman made no objection whatever. The next thing we heard was that a deal was on and closed between these gentlemen, and that Mr. Herman had secured the paper. The Board's action has brought about the best possible solution. It has given the Windsor people and merchants one strong paper, and it has to be a strong paper to compete with the Detroit competition, and what's more and most important, no person has been injured. Until some person is hurt we can't see where the C. P. has gone wrong in the matter."

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Taking Advantage of the Publisher

THE publisher of the average town paper has a good sized lump of local patriotism in his system. He wants his merchants to get the trade of their district, and even if they are not willing to use space in his paper to go after this business, he is not ready to assist others from the outside to come in and capture it.

The trouble is that the publisher in this case nine times out of ten finds himself sitting on the light end of the scales. He protects the town merchants, but he sacrifices good, much needed dollars in so doing.

Here's a typical case, taken from a recent issue of the Tillsonburg *Liberal*:

"We have received a contract from a large dry goods store in a nearby city, which we considered advisable, in the interests of our town, to reject. Hardly a month goes by that we do not refuse lucrative advertising which has for its object the taking of trade away from our fair town, and in opposition to our up-to-date merchants. Nevertheless, we often hear of business men in town ordering printing from travelers representing city concerns, and thereby encouraging the opposite of what we are endeavoring to do. It is only a few weeks ago that we know of a traveller representing a Toronto printing firm canvassing the town, and we also know of instances where our local merchants placed orders with him, which is unfair to us."

In too many cases the merchants are too cock sure that they can bank on the loyalty of their publisher to protect their district, while they dole out to him a miserable $40 or $50 a year in the way of advertising revenue. Their efforts are only big enough to make all concerned miserable and unhappy. They are not strong enough to attract trade and they are not big enough to make it worth while for the local publisher to turn down outside business.

The Mail Order Houses Get Business

THE Pembroke *Standard* in a recent issue deals with the dumping into that place of a dray load of department store catalogues. It goes on to show what harm this is going to do to local trade, and points out that the local merchants have the means at hand to combat the trouble if they will only apply it.

There is nothing new in this situation. The Pembroke paper has seen the same thing happen before, and no doubt has on previous occasions drawn attention to what was going on. With special effort there may have been some new business in the way of response, but the average small merchant is not quick to see that his salvation from the mail order business lies largely in his own hands.

If a person were to ask why it is that the mail order houses secure business, the answer would be very simple, and this: "Because they go after it."

A mail order house advertises in the press. It advertises by circulars and catalogues. It does more than that. It goes to the extent of personal house-to-house visitation by groups of men and women trained in the art of showing householders the advantages of buying from a catalogue. Some of the merchants in Ontario may learn more of this later on to their sorrow. This personal canvass plan is being mapped out now to be followed more vigorously than before in an effort to drive home the catalogue and other forms of advertising.

Moreover the big stores watch the papers in the larger towns and the smaller cities. They know whether merchants are changing their ads. every day. They know if they are out hustling after business. If the big store publicity man sees that the same ad. runs for two or three days, or if there is an air of indifference on the part of the advertisers, he is not long making up his mind what to do. And he does it. He sends in his trained group of canvassers.

The truth is that the salvation of the merchant in the smaller centre rests largely in his own hands. There is a pulling power in the well-prepared catalogue of the big store that cannot be denied. There is no use in wasting time and saying that the local store can give just as good service. The catalogue house is out after business in dead earnest, and the catalogue house gets business in tremendous quantities. This is done by publicity and service.

The local publisher is ready to stand behind his home merchant. He is doing it. He is turning down advertising from firms outside that would pay well and use plenty of space. He is making a sacrifice for his own town. And in the majority of cases he gets mighty little thanks for it. One almost wonders at times if local publishers do not carry this loyalty too far. By announcing that they are turning down this business and intend to remain loyal, they make the merchant at home quite certain that the big store is not going to get into the local paper. It might be much better to keep him wondering at times whether the next issue of the home paper is or is not going to contain a full page of advertising from some big mail order house.

The Bogey About News Value

THE average publisher has often had requests for free publicity fired at him. The seeker after the free stuff might get more results were he to come out square and head his notices like this: "This is advertising matter that we want you to run as reading matter. We are not going to pay you for it."

But instead it generally comes this way: "There is a good deal of news value in the items that will interest your readers."

Now, the average editor isn't looking in the mail bag for items that have "a good deal of news value." In fact he isn't worth his salt if he's running stuff in his paper these days that is not full of news value.

That phrase has been worked to death by the seekers

after free publicity. It's old, stale, moss-covered, and wobbling at the knees. It's time it was discarded. When it comes right down to brass tacks the advertising in the paper has a great deal of news value in it. If it were not so the public would not bother reading it. There is news value in the help wanted columns, in the real estate ads., in the column that records births, marriages and deaths. And yet all these come under the heading that is presided over and edited from the business office. The advertising of the Eaton and Simpson stores has a tremendous news value for the afternoon papers of Toronto. In fact it is up to the ad. writing departments of these stores to see to it that their work has news value. If it had not there would mighty soon be a clearing out in these departments. But the Eaton or Simpson firms do not go to the Toronto papers and say, "Here, our advertising has a good deal of news value and therefore you should run it as reading matter." That may sound like an exaggerated comparison, and in reality it is, but it carries the point into such a big field that it becomes painfully conspicuous.

The man or agency seeking after free publicity should cast about to find some better subterfuge. The little yarn about news value has reached the stage where it has lost most of its power to bamboozle, if, indeed, it ever had any.

We'll Need Help On This

AN order has been issued by Rear Admiral Wood, commanding the Boston naval district, the drift of which is that all letters sent out or official documents must bear the name of the writer typed as well as in ink.

The reason is plain. The official has come to recognize that the average signature of those who write letters or fill in documents is not legible.

In business correspondence the plain blind signature in ink has always been a hard hurdle to take. There are some men who seem determined that they shall write their names in such a way that the work of deciphering them will be a problem that will make lawyers dizzy and ordinary laymen clean, stark, staring mad.

There is on our desk at this moment a letter from some gent in Winnipeg. His paper is fine and there's a picture of a building on top. The whole thing smacks of quarter-cut oak, plate glass and office hours from 10 to 3.30.

And what he says isn't half bad either. He canters along at an easy style and performs like a chap who would buy silk hose and chocolates for his stenographer at Christmas.

But when his stenog. gets through at the end and shoves the paper across for his nibs to operate upon—good night!

He started strong and ended stronger. It looks like Creatore leading a crescendo or the head trombone player for Sousa in action up to his knees.

It may be that this Winnipeg friend of ours has a great big wad in the bank and is scared stiff that some slippery person will forge his name and drive a bung hole into his saving. If that's correct he's surely bamboozled all the check-raisers and forgers that ever camped west of the Great Lakes.

He's a dandy. No doubt he was a dandy at a run-hop-step-jump when he was young, and, we'll bet our meal ticket that he could stand on his head before he was six years old.

Our big problem just now is that we want to write this chap in answer to his "favor of the 27th," etc., but whether to send it to the street cleaning department, the Winnipeg bug house or the cattle yards—we'll be durned if we know what to do.

When you sign your name to anything, for the love of Mike, don't try to do a skirt dance or play the mouth organ at the same moment.

Should Cut the Size of Papers.

THE steps that have been made toward saving newsprint in Canada have been very tame and very feeble. The Canadian publishers apparently are going to save paper when they are forced to do it, and not one minute sooner.

The publishers of the weekly papers and of the small dailies are not the big sinners. It may be that some of them would be able to trim their lists and save paper by not sending out copies now on the free list, or by abandoning subscribers who are hopelessly in arrears. But allowing for all this, the saving would not be sufficient.

The larger papers must get down to business and start to carve. The American papers have been ordered to cut from 15 to 20 per cent. This will not hurt them. There is no chance of a person wading through the Sunday edition of an American paper. It is a physical impossibility, and the person who would attempt it would be a fit subject for a group of alienists to disagree about.

There are pages of feature stuff in Canada that could be sacrificed. The paper would be none the less a newspaper without them, and it is no more a newspaper with them.

It might be splendid business for the publishers of Canada, who are urging upon others the necessity of conservation, to take a step themselves that would be big enough for the community at large to notice.

The Burks Falls *Arrow*, speaking of the free publicity that is expected of the weekly press in connection with Victory Loan work, remarks: "The dailies never have been in the habit of doing something for nothing, and that is sound business. Expense accounts have never yet been satisfactorily liquidated by wind or hot air."

A general newspaper campaign of advertising has been prepared by the Baker Agency for J. R. Moodie's Peerless Underwear. The papers which have been chosen for this campaign will have some very artistic displays to grace their advertising columns.

Visitor: "And what caused this sad case?"

Keeper: "That, sir, is a journalist who was given an assignment to write up the Russian situation."—F. A. G. Racey, in Montreal *Star*.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers

By H. A. Nicholson, Manager Printer and Publisher

RESET advertisements is not a new department of PRINTER AND PUBLISHER. It may be aptly termed a revival of an endeavor to aid the publisher of small city dailies and country weeklies to a higher appreciation of good advertisement display. This department was well appreciated before and no doubt it will be well received again.

In the large cities experts usually have charge of all things pertaining to advertising and they see to it that the best effects to suit their purpose are produced.

It is different in the small cities and towns. Usually the advertiser supplies the copy for his ad. and leaves it to the compositor to do his best, or his worst, according to the compositor's skill or humor. The results are often mortifying. This should not be.

AN IMPORTANT THING

Well-set advertisements are just as well appreciated by the readers of newspapers in the small towns and cities as are the advertisements by the readers of newspapers in metropolitan centres.

Country publishers should strive to produce the best typographical effects in their advertisements. Well set advertisements secure better results for the advertiser, add to the appearance of the newspaper and in every way tend to place advertiser and publisher on a higher plane in the estimation of the readers. The intelligently written, correctly displayed ad. brings business to the store, and the store feels like spending more money in advertising space. This is a point that publishers should not lose sight of.

ON ACTUAL NEWSPRINT

It will be noticed that our reset ads. are being shown on newsprint. There is an object in this. By submitting the ads in this manner actual results are seen or in other words the ads. are shown just as they might be expected to appear in any newspaper.

Common sense has been the guide post in treating the subject throughout. The ads. selected for criticism are neither the worst nor the best typographical specimens to be found. The ads. were selected from newspapers at random and they are not necessarily representative of the general style of the papers from which they were taken.

In resetting the ads. the aim is to produce something practical, ads. that can be set up rapidly in any office, yet bear an attractive readable appearance. They are not expected to be models of typographical excellence, but still the rules of correct typography will be observed as far as convenient. The ads. as reset are the same size as the originals.

FROM AN EASTERN PAPER

Advertisement No. 1.—Here is a set-up that appeared in an Eastern Canada paper. The reduced reproduction has a better appearance than the original ad., which was set three columns wide by 6½ inches deep. The principal defect in this ad. is seen in the body matter. The lines are strung across the full measure and appear monotonous along with the cut off rules, head-line and firm name of the same measure. This defect is more apparent in original than in the reproduction. The body matter if it had been set to, say, 32 ems instead of 38 ems, would have been easier to read and more attractive, and the cut-off rules would not have been at all necessary—they seldom are! In this case the cut-off rules have a degree of merit in giving a touch of harmony to the ad. by balancing with the border, in weight at least. The border is hardly heavy enough to harmonize with the type, strictly speaking. A more appropriate border would have been one that agreed in weight in design with the main display lines. The type harmony is good, but the display line, "Michelin Tires" would have looked to better advantage had Cheltenham bold been used instead of an antiquated type face. See reset ad. on accompanying insert for our idea of what we consider a better display.

FROM THE WESTERN FIELD

Advertisement No. 2.—This advertisement was taken from a Western Canada paper. The ad., like so many other ads. that appear in small-city dailies, has all the appearance of being flung together. When this ad. was set time was probably at a premium, the mails in danger of being missed and a pile of copy still due to be set. No attention has been paid to harmony in this set up. Note the machine black caps following the upper and lower display lines. Then note how banged up the lines are from top to bottom; yet there is an abundance of white space on the sides at the top which could have been utilized by using judgment and care in preparation. The firm name at the bottom is all out of proportion too. The nicest thing about this ad. is the border. We give a set-up here which we think is an improvement, and it probably required no more time to compose than the victim of our mild onslaught.

OLD IDEAS STILL HOLD

Advertisement No. 3.—The practice of putting rules under display lines belongs to the dark ages. Rules, sometimes help to emphasize if used judiciously, but they are too often seen in places where white space would serve better. Take the rules from beneath the display lines in the H. D. Crowe advertisement and throw them into the hell box, where most rule used for this purpose belongs, and we would see a pretty fair set up. With the rules eliminated the ad. would look more artistic, be more easily read, and set off that portion of paper in which it appeared to better advantage. The rules beneath the display lines here cut up the ad. and prove inimical to smooth reading. The rule-box in the centre is to be commended. It gives the whole display a distinctive appearance. Originally the ad. appeared in a Manitoba paper, set two columns wide by 10 inches deep. Compare the reset ad. with the original.

SOME BREATHING SPACE WANTED

Advertisement No. 4—White space failed to get much consideration in the advertisement of the Gananoque Electric Light Co., and it is an ad., judging by its contents, well adapted for white space display. There are too many lines reading across the full measure, and they are all too crowded together. The type selection is not very good either. "Electric Home Needs," the display line at the top, is out of harmony with the type that follows and the rules and flourishes beneath this line could have been dispensed with to advantage. See reset ad.

STRIVING AFTER EFFECT

Advertisement No. 5.—We have a study in unique effects here. The type matter of this advertisement was sacrificed to secure a display that would stand out different from other ads. in the paper. Was it worth while? To get this unique effect the type matter was jammed together in the centre, and consequently the message is not as easy to read as it might have been. Picture the ad. with the rule effects left off at either end, the type matter spaced out about three ems more, "lots 30 x 100 etc." set in light face type, and the signature changed to a type to harmonize in weight and character to the words "Melrose Park," then you would see a display with very few faults. With the pyramid rule effects eliminated the ad. would lose its feature, that of being different in appearance; but rules have no message to convey. They take up valuable space and are somewhat grotesque in appearance. We submit a reset of this ad. which we consider an improvement.

THE CORNERS DON'T JOIN UP

Advertisement No. 6.—There is one good feature about Woods' Hardware advertisement—the typographical artist who is responsible for the set-up stuck to one type face throughout. Outside of that the ad. is no blue ribbon contender. If the firm name must be used at the top and bottom of this man's advertisements they might have been set clear across in both cases, with the matter in the centre set to narrower measure. The corners of the border of this ad., too, need attention, like so many other ads. in the newspapers of the country; there's many otherwise good displays spoiled by defective borders. See reset ad.

THIS CHAP SHOULD BE SPANKED

Advertisement No. 7.—The Blairmore Trading Co. has fo rits slogan, "The Store With the Good Goods." It is to be regretted that they can't say this of their advertisements if the one reproduced here is a fair representation of the ads. they usually run. But the compositor who set this ad. is most likely to blame. It is safe to say that the advertiser merely supplied the copy and left the typographical arrangement to the compositor. The compositor then exercised no taste or judgment but just set the copy after the fashion it was supplied to him. Ads. so carelessly set as this are not apt to produce results. We give a reset which gives an idea of what can be accomplished with a little care and judgment, even though the copy does not lend itself to very good display.

No. 3.

Original ad 2 columns wide by 10 inches deep.

Auto Accessories
Have you the necessary Auto Requirements, if not let us fit you out, we have a complete stock of everything required, including
Michelin Tires
Inner Tubes, Tire Pumps, Vulcanizers, Repair Kits, Wrenches, Jacks, Carbon Remover, Polishes, etc.
James S. Neill & Sons, Ltd.
WHOLESALE
RETAIL
FREDERICTON'S BIG HARDWARE STORE
This Store will be closed at one p. m. on Thursdays during July and August.

No. 1

Original ad 3 columns wide by 6¼ inches deep.

The Economical Housewife Knows where to make Her Produce
QUALITY GOODS AT LOWEST POSSIBLE PRICES AND THE BEST OF SERVICE IS WHAT COUNTS THESE DAYS
WATCH OUR BUSINESS GROW
Still a few baskets of Blueberries. Just arrived Per basket 2.80
California Peaches, Elbertas and Crawfords Per case 2.10
Apples, Yellow Transparent, large boxes. Per box 2.35
BEST CREAMERY BUTTER Per lb. 50c
THE GOOD CO. LIMITED
High-Class Cash Grocers
CANADA FOOD BOARD LICENSE NUMBER 8-599
Phone 525

No. 2.

Original ad 3 columns wide by 3 inches deep.

ELECTRIC HOME NEEDS
A complete line of
Household Cooking and Heating Appliances
Irons, Grills, Percolators, Immersion Heaters, Heating Pads, Disc Stoves, Toasters, Hedlite Heaters, Lamp Socket Ovens, Tungsten & Nitrogen Lamps
GANANOQUE ELECTRIC LIGHT Co.
King Street

No. 4.

Original ad 2 columns wide by 4¾ inches deep.

Woods' Hardware
Phone 11
New Liskeard
Harvest Gloves, $1.00 to $1.75 per pair
Grain Cradles, Hand Made Light in weight very strong and handy, $6.00
Hay Rakes, Forks, Scythes.
Everything you require for the Harvest.
Wood's Hardware
Armstrong st.
New Liskeard

No. 5.

Original ad 2 columns wide by 4½ inches deep.

WE OFFER ONLY FOR THIS MONTH
Lots 30 x 100 and Other Larger, 50 x 100, at $1.00 Up Per Foot In
MELROSE PARK
THE ONLY HIGH GRADE SECTION IN ONTARIO ROAD
where a desirable building site with large trees and with new houses about it is obtainable. Would it not be good business to get the location you desire while you can?
260 lots sold in few months. Payment $10 a month without any interest.
AGENZIA ITALO-CANADESE
2 East Main St., Welland, Ont.

No. 6.

Original ad 2 columns wide by 5 inches deep.

Pay-Week Specials
Men's Nodin Shoes, Black, brown and tan, all sizes at $6.50
Boys All-Leather, Good-Wearing Shoes
Summer White Shoes and Slippers to clear at cost
Just Received--Ladies' Colored Shoes
Ladies' Suits and Coats--A Bargain
Fancy Top Shirts in fine all wool serge, copen, brown, burgundy and navy. Latest fashions and prices are reasonable
Full stock of Summer Wash Goods--Silks, Satins, Hosiery, Gloves, Corsets, Underwear, Waists, Children Dresses, Aprons, House Dresses and Middies
Full range of Men's Suits and Odd Pants
Peabody's Overalls and Jackets at $2.25
Blairmore Trading Co.
The Store With The Good Goods

No. 7.

Original ad 2 columns wide by 5 inches deep.

Auto Accessories

Have you the necessary Auto Requirements, if not, let us fit you out. We have a complete stock of everything required, including

MICHELIN TIRES

Inner Tubes, Tire Pumps, Vulcanizers, Repair Kits, Wrenches, Jacks, Carbon Remover, Polishes, etc.

James S. Neill & Sons, Limited

WHOLESALE RETAIL

FREDERICTON'S BIG HARDWARE STORE

This Store will be closed at one p.m. on Thursdays during July and August.

[EXAMPLE 1]

THE ECONOMICAL HOUSEWIFE
Knows Where To Buy Her Produce

QUALITY GOODS AT LOWEST POSSIBLE PRICES AND THE BEST OF SERVICE IS WHAT COUNTS THESE DAYS.

Still a few baskets of Blueberries Just arrived. Per basket.....	$2.80	Apples, Yellow Transparent, large boxes. Per box.....	$2.35
California Peaches, Elbertas and Crawfords. Per case.....	2.10	BEST CREAMERY BUTTER. Per lb.....	.50

Watch Our Business Grow

THE GOOD COMPANY, LIMITED

HIGH-CLASS CASH GROCERS Canada Food Board License Number 8-599 PHONE 525

[EXAMPLE 2]

Harvest Supplies
and
New Fall Goods

now ready for
your inspection

Special Order

SUIT AND OVER-COAT SAMPLES

Ready Thursday.

Please Shop Early

for our store will be closed
when we are out stooking

H. D. CROWE

The Big Men's and Boys' Outfitter

VIRDEN, MANITOBA

[EXAMPLE 3]

Electric Home Needs

A complete line of Household Cooking and Heating Appliances.

Irons, Grills, Percolators, Immersion Heaters, Heating Pads, Disc Stoves, Toasters, Hedlite Heaters, Lamp Socket Ovens, Tungsten and Nitrogen Lamps.

Gananoque Electric Light Co.

King Street

[EXAMPLE 4]

We offer only for this month

Lots 30 x 100 and Other Larger, 50 x 100, at $4.00 Up Per Foot In

MELROSE PARK

THE ONLY HIGH GRADE SECTION IN ONTARIO ROAD

where a desirable building site with large trees and with new houses about it is obtainable. Would it not be good business to get the location you desire while you can?

260 lots sold in a few months. Payments $10 a month without any interest.

Agenzia Italo-Canadese

2[East Main Street - Welland, Ont.

[EXAMPLE 5]

Everything you require for the

HARVEST

Harvest Gloves, $1.00 to $1.75 per pair.

Grain Cradles, hand made, light in weight, very strong and handy, $6.00.

Hay Rakes, Forks and Scythes.

WOODS' HARDWARE

ARMSTRONG ST. Phone 11 NEW LISKEARD

[EXAMPLE 6]

Pay-Week Specials

Men's Neolin Shoes, black, brown and tan, all sizes at $6.50.

Shoes and Slippers Summer White to clear at cost.

Boys' All-Leather, Good-Wearing Shoes. Sizes 1 to 5 at $3.25. Sizes 8 to 13 at $2.75.

JUST RECEIVED—Ladies' Colored Shoes in greys, browns, mahogany and tan—High-Cut and Low Price.

Ladies' Suits and Coats---A Bargain

Fancy Top Shirts in fine, all-wool serge—Copen, brown, Burgundy and navy. Latest fashions and prices are reasonable.

We are still selling English Prints and Ginghams at 25c per yd.

Full stock of Summer Wash Goods—Silks, Satins, Hosiery, Gloves, Corsets, Underwear, Waists, Children's Dresses, Aprons, House Dresses and Middies.

Full range of Men's Suits and Odd Pants. Peabody's Overalls and Jumpers at $2.25.

Blairmore Trading Co.

"THE STORE WITH THE GOOD GOODS"

[EXAMPLE 7]

A Mighty Candid Opinion on House Organs

And It's Written by the Coroner Himself

ARE house organs a paying investment? The writer will have the courage of his convictions and say, decidedly yes, providing they are run properly.

Because they are not run properly, it does not mean the idea is wrong. The idea is sound enough, it's execution that is usually faulty, hence the high mortality rate.

The large percentage of house organ failures is principally due to one particular fault, and that fault most always lies with the actual producer, or in other words the editor. He is prone to lose sight of the fact that there are, or should be, two distinct kinds of house organs, the internal and external, and because of this fact, the inevitable catastrophe happens, and mostly in this way.

A man or firm decides to publish a house organ with the idea of reaching their customers in a more direct and intimate manner. Fine. They spend plenty of money in securing the right kind of booklet. Fine again. They get the very best printer and engraver to combine their efforts so far as the appearance of the booklet is concerned. First rate. Then what do they do? They commence to assemble the reading matter. Watch out now, this is where the internal and external house organ are liable to get mixed. This is where the distortion of viewpoint comes in, and incidentally, where the label is affixed for the morgue.

Your editor maybe is first rate, in some respects, the only thing he lacks is experience in editing house organs. He may be a high class advertising man, full of pep, brilliant of inspiration, but he does not know house organs, or their funny little ways, therefore, he sets to work to entertain and interest his readers. And this is what he usually does, minus the diagnosis of his readers' needs.

He Heads For The Swamp

He will write a snappy and witty editorial, outlining the policy of his house and explaining the purpose of the publication. Great! He will then proceed in terms couched in sarcasm and satire, to give his opinion, not even the opinion of his house, mind you, but his personal opinion on some predominating political subject that might at the moment be worrying the country. Utterly wrong. He's paving the way for some enemies anyway. Then he will sandwich in a couple of pages devoted to his product. Fine again, so long as he only uses two pages and does not try to bulldoze his prospect.

And then—oh yes, he has a few good (?) jokes on hand—he uses these. They are bright but questionable; they have a distinct double meaning, and do not by any means reflect the dignity of the house. But still, our editor is a live wire, full of pep. and in they go. Wrong again; he loses more friends. If people want this sort of thing, they can buy books that contain it served up even more deliciously.

Goes Absolutely To Seed

And then he proceeds to put his foot in it still further; he commences a long-winded story about Bill Jones who has been in the service of his house for a number of years. More than likely Bill is a friend of his and does not object to reading nice things about himself, particularly if the article is adorned with a half-tone cut and amply retouched. Bad judgment again. The customer does not want to be informed regarding Bill Jones, even if he is the superman he is painted. Bill never entered into the customer's life, and in all probability the customer does not want him to.

Neither is the customer interested in George Giles who has worked for the company for sixty years, and is the head of three generations. That's not original, neither is it news; there are thousands of this type and our editor has absolutely no monopoly. Bill Jones and George Giles distinctly belong to the internal house organ and it's doubtful even then, because the other employees of the house have known it for years and are sick of hearing about it, especially of Bill Jones the superman, for the reason that they see Bill from the other side of the fence in his morning wrapper and boudoir cap, and with his hair in curl papers as it were.

Draws Deep On Imagination

So having committed himself so far, our editor continues to his doom. He selects a "real" sales story written by a man who couldn't sell goods if he tried, who tells how he entered the presence of a prospective customer with his hat on and a cigar in his mouth at an angle of forty-five degrees and sold him to the extent of $25,000. He tells all this not from experience, but from imagination and for sake of argument from some back garret situated in New York City. He omits to say, however, that his own ability as a salesman would be on a par with the memory professor who forgot his umbrella when calling upon a client.

And so our editor jogs along. He continues to do these things until the dummy is ready to submit to his president or manager. And the manager, he takes it for granted that it's all right for the simple reason that the editor had previously told him it was "easy to run a house organ." So it is mailed to the customer.

And What Does The Dealer Do?

And the customer? It's a new publication, therefore he'll likely read it. He gets through the editorial and on the strength of it reads further along. He comes to the expression of opinion on politics—and frowns. Out of curiosity he proceeds to the jokes—and rips out the page because he has several lady stenographers around. The mention of products is sidetracked for future reference, taking care that there are no more jokes on the other side of the page; and then he comes to the history of the superman, Bill Jones. At this he sneers, actually sneers, mind you, and says under his breath, "What the devil has Bill Jones got to do with me?"

About here he will be getting impatient, therefore poor old Giles gets short shrift, in fact nearly gets thrown into the paper basket; would have been in fact, only that a heading on the next page saves the situation. "How to improve your sales staff" is what meets his eye. He reads, he still reads, because utter rot is sometimes fascinating and then, "Hell, can you beat that?" And into the waste paper basket goes the child of our editor's brain.

This ad. is reproduced not for its typographical excellence, but as a concrete example of the way that the early closing movement is (not) seizing hold on the smaller places. This chap comes boldly into print with the statement "We Never Sleep." Can you beat it? If so, come along and do it.

Clark's Meat Market

Will be open every evening until 10 o'clock to accommodate farmers and threshers. Phone orders received at any time—day or night. Ady mail orders delivered free of charge. Frash White Fish and trout on Frideys and Saturnays. OPEN AT ALL HOURS - WE NEVER SLEEP. House Phone 84, Shop 8-A 50t1

Reducing Newsprint Consumption in Canada

What is Recommended by C.P.A. Committee

AFTER careful consideration at two meetings, in Toronto and Ottawa respectively, and a conference in Ottawa with Mr. R. A. Pringle, K.C., Paper Controller for Canada, the special News Print Committee of Canadian Press Association, Inc., has adopted the following resolution, which is submitted to the daily newspapers of Canada with an earnest request for united and sympathetic action along the lines indicated:

"Whereas in view of the general situation with respect to the supply of news print paper, and the urgent necessity from a national standpoint for the conservation of material, labor and transportation, it is the opinion of the Governments of the United States and Canada that the consumption of news print paper by the daily newspapers of both countries should be reduced as much as possible;

"And whereas the Government of United States, through its War Industries Board, has promulgated regulations calculated to reduce by from 15% to 20% the consumption of news print paper by the daily newspapers of that country;

"And whereas it has been suggested to the special News Print Paper Committee of Canadian Press Association, Inc., by the Paper Controller for Canada that the publishers of the Dominion should consider the possibility of reduction of consumption in Canada;

"Be it resolved that the special News Print Paper Committee, while recognizing that the consumption of news print paper in Canada per capita is only two-thirds the consumption in United States and that the regulations recently adopted for United States will still permit the daily newspapers of that country to use more news print paper relatively than is being used to-day by the daily newspapers of Canada, believes it is the patriotic duty of every Canadian daily newspaper to promote the conservation of labor, materials and transportation at this time, and as a means to that end recommends the adoption by Canadian daily newspapers of the following regulations which follow very closely the regulations recently promulgated in United States:

WASTEFUL PRACTICES OF CIRCULATION.

1. Discontinue the acceptance of the return of unsold copies.

Exceptions.—Employees of newspapers who are employed directly at the home office by a newspaper, as wholesale distributors to newsboys, news agents, and news stands, may return unsold copies, provided such unsold copies have not been in the possession of retail dealers, news stands, or newsboys. Such employees should not take back, under any consideration, papers which already have been distributed for sale.

2. Discontinue sending paper within three months after date of expiration of subscription, unless the subscription is renewed and paid for. (This ruling to be effective January 1, 1918.) Newsdealers may be extended credit to the amount of one month's supply.

3. Discontinue the use of all samples or free promotion copies.

4. Discontinue giving free copies to anybody except for office-working copies or where required by statute law in the case of official advertising.

Exceptions.—Copies may be given free to employees of newspapers if such is the present practice of the office.

Copies may be sent free to former employees who are in the war service, and copies may be sent free to camp libraries or institutions recognized by the Government, such as Y.M.C.A., K. of C., etc. Copies should not be sent to individual soldiers unless formerly employed by the newspapers.

Copies may be sent to public libraries which will agree to bind or otherwise permanently preserve the files of the paper; also to Government departmental libraries.

Copies may be given free in return for actual services rendered.

Copies may be sent to clipping bureaus which render an equivalent service to the newspapers.

Copies for service purposes only may be sent free to newspaper correspondents and press bureaus.

5. Discontinue giving free copies to advertisers, except not more than one copy each for checking purposes.

Exceptions.—Any advertiser who customarily places advertisements with the newspaper in at least four issues each week and advertising agencies from whom the publisher receives advertising regularly may be put on the regular mailing list to facilitate handling in the mailing room.

Copies should not be sent as a means of advertising the newspaper itself to advertising agencies from whom the publisher does not regularly receive business.

6. Discontinue selling advertising with a guarantee of circulation requiring a rebate if circulation falls below guaranteed amount.

7. Discontinue the arbitrary forcing of copies on newsdealers (i.e., compelling them to buy more copies than they can legitimately sell, in order to hold certain territory).

8. Discontinue the buying back of papers at either wholesale or retail selling price from dealers or agents, in order to secure preferential representation.

9. Discontinue the payment of salaries or commission to agents, dealers, or newsboys for the purpose of securing the equivalent of return privileges.

10. Discontinue all cash discounts or bonuses to wholesalers or retailers.

11. Discontinue all free exchanges.

12. Discontinue the use of premiums unless a price is put upon the premium for sale separately and the combined price is at least 75 per cent. of the sum of the individual prices.

13. Discontinue voting, guessing or other contests for the purpose of obtaining subscriptions.

14. Discontinue special holiday, industrial or other special editions.

CURTAILMENT OF READING MATTER.

Reading matter consists of all matter printed, except paid advertisements, and the following schedules are based upon a standard column of 300 agate lines. The following curtailments are based on the average amount of reading matter published during the six months' period from July 1, 1917, to December 31, 1917. The suggested curtailment should be made complete in each month. Seven column 8-page newspapers are not expected to change their form in order to comply with these recommendations.

Weekday Editions (Except Saturday).

Reduce reading matter up to 50 columns by 5 per cent.

Reduce on additional space over 50 columns and not over 70 columns by 15 per cent.

Reduce on additional space over 70 columns and not over 90 columns by 30 per cent.

Reduce on all additional space over 90 columns by 50 per cent.

Saturday Editions.

Reduce reading matter up to 70 columns by 5 per cent.

Reduce on additional space over 70 columns and not over 90 columns by 15 per cent.

Reduce on additional space over 90 columns and not over 110 columns by 30 per cent.

Reduce on all additional space over 110 columns by 50 per cent.

Sunday Editions.

Reduce reading matter up to 150 columns by 10 per cent.

Reduce on additional space over 150 columns and not over 200 columns by 20 per cent.

Reduce on additional space over 200 columns and not over 250 columns by 30 per cent.

Reduce on additional space over 250 columns and not over 300 columns by 40 per cent.

Reduce on additional space over 300 columns and not over 350 columns by 50 per cent.

Reduce on all additional space over 350 columns by 60 per cent.

Standard Sizes for Catalogues and Books

A Matter of Importance and Saving

By Travice A. Tod,

Manager Montreal Branch Graphic Arts Section of Canadian Manufacturers' Association.

IT must be quite obvious to manufacturers and others who publish catalogues and booklets that there is considerable waste entailed through odd sizes being demanded as this necessitates not only raw stock manufacturers but book paper and coated paper manufacturers changing over their machines more often than not for comparatively short runs with the result that there is always a loss in getting a special run of paper started before the quality, strength and color are found to be in accordance with the requirements of the order,—then the mills always have to make more than the order calls for, to allow for waste and spoilage,—this extra quantity, or over-run, frequently being refused by the printers, who have no use for odd sizes beyond the quantity required for the particular order and consequently the mills are compelled to either sell same as waste or job it off at reduced prices, thereby entailing a loss to them.

Should the printers accept an over-run and not require it for the particular job it was made for they in their turn are left with odd sizes on their hands which they invariably have to cut down to a standard size or use it for some cheaper job, both of which means a loss to them also.

Hereunder we reprint the standard sizes of catalogs and booklets that may be produced *without waste* from the *three standard size sheets.* The National Association of Purchasing Agents of the U.S.A. finally adopted *two* sizes for all catalogues and booklets, viz:—7½ x 10⅝ and 5¼ x 7½.

Stand. Sheet Sizes	Page Size	No. of Pages	Cuts From	Cover Paper
25 x 38	9¼ x 12⅛	8	½ Sheet	20 x 26—2 out
		16	Full Sheet	
	6 x 9⅛	8	¼ Sheet	20 x 26—4 out
		16	½ Sheet	or
		32	Full Sheet	23 x 29—5 out
	4½ x 5⅞	8	⅛ Sheet	
		16	¼ Sheet	20 x 26—8 out
		32	½ Sheet	
32 x 44	7½ x 10⅝	8	¼ Sheet	
	or	16	½ Sheet	23 x 29—3 out
	7¾ x 10⅝	32	Full Sheet	
	5¼ x 7½	8	⅛ Sheet	
	or	16	¼ Sheet	23 x 29—6 out
	5¼ x 7⅝	32	½ Sheet	
	3¾ x 5⅛	8	1-16 Sheet	
		16	⅛ Sheet	23 x 29—13 out
		32	¼ Sheet	
33 x 46	8 x 11⅛	8	¼ Sheet	
		16	½ Sheet	23 x 29—3 out
		32	Full Sheet	
	5½ x 7⅞	8	⅛ Sheet	
		16	¼ Sheet	23 x 29—6 out
		32	½ Sheet	
	3⅞ x 5⅜	8	1-16 Sheet	
		16	⅛ Sheet	23 x 29—13 out
		32	¼ Sheet	

NOTE—All booklet sizes are trimmed page sizes allowing ⅛-inch trim at top and ¼-inch trim at bottom and front. *Binding side listed LAST.* The Montreal Branch of the Graphic Arts Section of Canadian Manufacturers' Association has approved these standard sizes.

This movement to standardize catalogue sizes is rapidly gaining in favor. At the annual convention of the National Retail Hardware Association, held recently, the following resolution was passed:

"Whereas, investigation has disclosed the standardization of catalogue sizes will add greatly to the convenience and economy of mailing, handling and filing,

Twenty-eight sizes of booklets that can be cut, printed and folded from seven standard sizes of book paper.

and will save millions of dollars annually in the paper and printing industries, therefore, be it

RESOLVED, That we endorse the recommendation of the National Association of Purchasing Agents that 7½ in. x 10⅝ in. be the standard size for all catalogues and similar literature."

This Association is made up of twenty-nine affiliated associations, covering practically the entire United States.

The United Typothetae of America, which has considerably over 2,000 printers in its membership, has also approved and adopted the *standard sizes* for catalogues and booklets.

Since the National Association of Purchasing Agents of United States transmitted to their government the following resolution, viz:

RESOLVED: That we recommend for catalogs the manufacture of paper sheets ranging as follows: 25 x 38, 32 x 44, 33 x 46, with their double sizes; that we also indorse the weights of 40, 45, 50, 60, 70 and 80 lbs. on the basis of 25 x 38, and that colors be limited to white and natural, and that we communicate our suggestions to the Bureaus at Washington. (*Carried unanimously.*)

the Pulp and Paper Section of the War Industries Board of the United States have issued the following regulations regarding the manufacture of book papers, under date of August 1, 1918:

"We are restricted in the manufacture of book papers, in accordance with the following instructions received from Mr. T. E. Donnelly, Chief, Pulp & Paper Section, War Industries Board":

First: The following maximum basis weights are established:

Machine Finish	25 x 38—50
S. & S. C.	25 x 38—60
English Finish	25 x 38—60
Egg Shell Finish	25 x 38—60
Coated Book	25 x 38—80

Second: All papers shall be made to substance weights, namely:

Machine Finish	30-35-40-45-50
S. & S. C.	30-35-40-45-50-60
English Finish	30-35-40-45-50-60
Antique Finish	30-35-40-45-50-60
Coated	60-70-80

Third: All orders for a special size, that is, a size not regularly carried in stock for re-sale to commercial trade, shall be confined to a substance weight basis and only made when such orders are for ten thousand pounds or more, and for one delivery.

Fourth: Orders for other than a substance weight may be made when the order is for 25 tons or more for one delivery, provided the special weight to be made shall not exceed the maximum hasis weight in the grade specified.

Fifth: All colors except white, natural, or India tint shall be eliminated.

Sixth: All laid book papers shall be eliminated.

While the conditions obtaining in Canada are not quite identical with the United States where the question of freight is a very serious one, also the fact that the tonnage manufactured here is very much smaller than that of the States, yet the Canadian Pulp and Paper Association has given considerable attention to the standardizing of its manufactures, especially as regards the sizes and weights; and the Book and Writing Section issued the following amendment to trade customs, under date of August 29, 1918:

Standard weights for machine finish book papers shall be based on 25 x 38, 40, 50 and 60 lbs to 500 sheets.

For substances lighter than basis of 25 x 38, 40 lbs. 500s down to substance 25 x 38, 35 lbs. 500s there shall be an increase of one-half cent per pound with a further increase of one cent per pound on substances lighter than 35 pounds down to 30 pounds. No paper to be made lighter than substance No. 30.

Standard weights for super-calendered book and litho papers shall be based on 25 x 38, 40, 50, 60 and 80 pounds to 500 sheets.

No s/c book and litho paper shall be supplied in any substance thinner than 25 x 38, 40 pounds per 500 sheets.

There shall be a differential of one-half cent per pound between all machine finish and super-calendered book, litho and writing papers.

Special sizes may be supplied in standard substances in quantities of not less than 3,000 pounds. For quantities less than this an extra charge of one-half cent per pound shall be made.

Special and standard sizes may be made in weights other than the above standards in quantities of not less than 10,000 pounds which, however, may be supplied in more than one size.

The term book paper in relation to the above trade custom shall not include such specialties as:

Offset Paper, Heavy Art Paper, Antique Laid and Wove Book, Featherweight Book and Tariff Papers.

Table showing actual weights (figured to within one-half pound) of stock and other sizes of book papers when supplied in standard substance numbers:

Size		Substance Nos.		
	lbs.	lbs.	lbs.	lbs.
25 x 38	40	50	60	80
24½x36½	37.5	47	56 5	75 5
25 x 38	40	50	60	80
28 x 42	49.5	61.5	74	99
30 x 40	50.5	63	75.5	101
32 x 44	59	74	88.5	119
38 x 50	80	100	120	160
42 x 56	99	123	148	198

Weight of any sizes may be calculated in proportion to 25 x 38 (950 sq. ins.) and the required substance number.

This is not a list of stock carried but a table of equivalent weights.

The manufacturers of this country are no doubt fully alive to the importance of the elimination of waste in their own establishments and undoubtedly will be glad of the opportunity of working in conjunction with their confreres in the United States, by standardizing their catalogs and advertising literature, to conform to the sizes mentioned above.

The regulations regarding the manufacture of book papers, issued by the War Industries Board of the United States, as well as the amendment to Trade Customs, issued by the Book and Writing Section of the Canadian Pulp and Paper Association, are used in this article by courtesy of Mr. Arthur L. Dawe, secretary of the Canadian Pulp and Paper Association.

No Thanks For The Sacrifice

To the Editor of PRINTER AND PUBLISHER

Sir: In the August number of PRINTER AND PUBLISHER just to hand I was interested in an article signed by "a Country Shoe Dealer" and which it seems appeared in *The Shoe and Leather Journal*. While there is much truth in what the writer says in regard to the sad neglect displayed by some country journals in the matter of their make-up and incidently their advertising, surely this long chapter of complaint has another side, and if the newspaper man becomes disheartened and listless there are often extenuating circumstances behind it all. Evidently "Country Shoe Dealer" is one of the live wires of his business, but even he as he acknowledges has little or no use for the newspaper, devoting his advertising methods to other forms of service. The writer is indignant too that the hard-driven country newspaperman should not have the spirit to go out after city shoe ads., as being against the policy of his office and says: "Here is a supposedly inteiligent (note the sarcasm) newspaper man who proclaims the fact that it is contrary to the "policy" of his paper to go out and induce (city) shoe merchants to advertise." This writer carefully avoided reference to the word city in the newspaperman's plea, but therein lies the "crux" of the situation.

His loyalty to the local business interests of the community in which he lives causes him to forego business which might easily be his for the asking. A "Country Shoeman," like many of his fellows in trade, will not recognize this sacrifice to principle which costs the country publisher so much. Again "Country Shoeman" demands service at the hands of the newspaperman for which he or they are not willing to pay and the value of which he will not recognize. The writer has had upwards of thirty-five years' experience in newspaper work and will here assert that there is no phase of literary work for which there is less appreciation than that of preparing advertisements for country merchants. As "Country Shoeman" truly says, "the average merchant has little or no literary training" but he does not like to be told this by the suggestion of having his advertising prepared for him, in fact the hint of his want of ability along this line suggested by the proposal to prepare it for him is frequently enough to queer the whole prospect. So that the problem for the newspaperman becomes more and more complex. I accept it as a truism that many country newspapermen are in the class indicated by "A Country Shoeman" in their indifference to effort but let Shoeman and his confreres in the line show the least desire for the services of the newspaper press or appreciation of the sacrifices it is daily making in their behalf when probably a spirit of emulation of the enterprise of "A Country Shoeman" will as quickly develop and a new atmosphere will pervade country newspaperdom.

—*A Country Newspaperman.*

A Dominion-wide campaign for Carnation Milk is being conducted by the Baker Advertising Agency, Toronto. New strong copy with effective illustrations has just been prepared for newspapers and magazines. Dealers' co-operation has been freely accorded in the past two months and the campaign has been productive of encouraging results. The housewives of Canada are beginning to fully appreciate the merits of pure evaporated milk. Carnation Milk Products Co., Aylmer, Ont., have recently had to double their capacity to meet the demand for their product

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

Word was received in Owen Sound of the death in action of Lieut. J. Milton Dobie, formerly on the editorial staff of the Owen Sound *Sun*. Deceased was a member of the First Greys. For about fourteen months he had been serving in France with the 4th C. M. R. Battalion, and was through a great deal of heavy fighting. In September, 1912, he joined the editorial staff of the *Sun*, where as associate editor of this paper he rendered excellent service. In the summer of 1915 Lieut Dobie spent six weeks at Camp Niagara and took out his commission. When the formed he was one of the 147th Battalion was first to offer himself and in December, 1915, joined the battalion. He was actively engaged in the organization and training of the battalion being in charge of a platoon in the late Capt. Jack Campbell's company going overseas in November, 1916. Lieut. Dobie was retained in England until June, 1917, when he joined the 4th C. M. R. Battalion in France, and was identified with that unit until his death. Speaking of his work the Owen Sound *Sun* says: "As a journalist Lieut. Dobie was one of the most promising of the many Owen Sounders who have achieved success in this profession. An able writer, with a wide knowledge of affairs and possessed of rare good judgment, he had all the qualifications which fitted him for big things in newspaperdom. His splendid work on this newspaper went a very great way in putting the *Sun* in the excellent position it occupies to-day."

Late Lieut. J. Milton Dobie

Manitoba

After having been shut down since Saturday, June 8, owing to a disastrous fire which disabled the machinery and building so completely as to make publication of its daily editions impossible until now, the Winnipeg *Telegram* is being issued again.

Capt. Abbie Coo, M.C., has resumed his position as sporting editor of the Winnipeg *Telegram*, after serving with the Canadian expeditionary force for two and a half years. Abbie was wounded at the capture of Passchendaele and has been discharged from the army as the result of his wounds.

Some thirty members of the Winnipeg *Free Press* staff entertained at dinner in the St. Charles hotel, the guests being W. J. Healy and Mrs. Healy. The function and the presentations which accompanied it were to mark the severance of Mr. Healy's twenty years' connection with the *Free Press*.. J. W. Dafoe was at the head of the table, with W. F. Payne as "vice," and after the toast of the King was honored, the chairman called on several of Mr. Healy's oldest associates to speak. The first speaker was Mr. Payne, the 37th anniversary of whose connection with the *Free Press* fell the day before, and he briefly expressed his high appreciation of Mr. Healy and his work. Miss Kenneth Haig, on behalf of the many lady members of the staff present, also spoke of the respect in which all his co-workers held the gifted editor of the "Heliograms" column. Various gentlemen present added their quota of high praise and affectionate regard, amongst them being Messrs. Conklin, Sweeney, MacRae and McCurdy. Mr. Dafoe, in the name of the staff, presented to Mr. Healy a handsome gold watch suitably inscribed, and to Mrs. Healy a moire silk handbag.

After waiting for many months, trusting to hear better news of her husband's fate, Mrs. Ronald Morrison has almost given up hope that he is alive. Sergt. R. W. Morrison left Winnipeg with the 179th Cameron Highlanders over two years ago. He only remained in England a short time and was soon, with the other members of the regiment, taking up a position in the front line trenches.

Mrs. Morrison, who is at present residing at 684 Spence street, received official word this week that her husband is presumed to have been killed on Oct. 26, 1917, and that the authorities have no doubt about his death. He was previously listed as missing. R. W. Morrison was for a number of years in charge of the foreign circulation of the Winnipeg *Free Press*, later on he was editor for seven years of the *Commercial*, and correspondent of the *North-Western Miller*, of Minneapolis. A few months before enlisting he had made arrangements to publish a daily grain paper on the Grain Exchange. He was president of the Gaelic Society, and was generous-spirited, genial and honorable in all his undertakings. Mrs. Morrison will receive the sincere sympathy of the many former associates of Mr. Morrison in her loss.

Ontario

The *Beacon* and *Herald*, of Stratford, united in a very successful dollar day last month.

W. Colwell, founder of the Wallaceburg *News*, and Mrs. Colwell, celebrated, their golden wedding anniversary on Aug. 12.

Allan Baxter, a reporter of the London *Free Press*, and formerly of the Brantford *Expositor*, has joined the reportorial staff of the Windsor *Record*.

Sergt, Norman McGuire, who was a member of the staff of the Milverton *Sun*, has been killed in action. He was a son of Arthur McGuire, of Brussels.

Miss Gertrude Connell, a popular member of the staff of the Brantford *Expositor*, has resigned to enter the training school at St. Michael's Hospital, Toronto.

Herbert Farrow, linotype operator on the *British Whig*, Kingston, has removed with his family to Cobalt to accept a similar position on the *Nugget*.

E. G. Barrett, police reporter on the *British Whig*, Kingston, spent his vacation renewing acquaintances in Toronto and incidentally attending the ball games.

E. E. Adams, formerly of the Montreal *Herald*, has taken charge of the *British Whig* job department in Kingston and his work is receiving very favorable notice.

Hugh Bentley, a well known London, Ont., linotype operator, and chairman of the "chapel" of the London *Morning Free Press*, has become the father of a young son.

Lieut. Robert Rankin, a former Chatham, Ont., reporter, has been wounded in France. He is a son of Col. J. B. Rankin, a former commanding officer of the 24th Kent Regiment.

Clifford Webb, former representative of the Canadian Press, Ltd., at London, and previously of the staff of the Chicago *News*, has joined the editorial staff of the London *Advertiser*.

Ross Keane and Len. Lavelle, former editor and sporting editor respectively of the Stratford *Herald*, have crossed to France, the former to the 1stBattalion, the latter to the 18th.

J. G. Elliott, president of the *British Whig*, Kingston, was a visitor at the Toronto Exhibition on Press Day and later, with Mrs. Elliott, a pleasant trip was made to Fort William.

"Teddy" Holmes, who was incapacitated for military service

before he was permitted to go overseas, is assisting on the reportorial staff of his former paper, the *Standard*, Kingston.

Lieut. Rex Cluff, a son of Rev. W. T Cluff, rector of St. James Anglican Church, Stratford, and a former reporter on the staff of the Stratford *Beacon*, has been wounded. He joined as a private.

The Mount Forest *Representative* and *Confederate* have been merged, the editor and proprietor of the *Representative*, J. A. Lambert retiring. The wife of Mr. Lambert died suddenly recently.

Harry A. Colville, formerly editor and manager of the Wallaceburg, Ont., *Herald-Record*, died recently in his 54th year. Ill-health recently forced him to retire from business. He was born in Toronto.

On September 3 new subscription rates for city subscribers went into effect for the Stratford *Beacon* and *Herald*. The new rates are $5 per year delivered and $4 per year if called for at the office or at stores.

Orangeville *Sun*:—Many people rang us up to say they did not get their paper on Thursday. Well, nobody got the *Sun* last week—there was none. We took our annual mid-summer holiday and no paper was issued.

Messrs. Jack Reid, Edward Effner and Andrew Flowers, all linotype operators on the London *Free Press*, have joined the mechanical staff of the Windsor *Record*, which went under new management on September 1.

Chen Seyun, editor of the *New Republic*, the new Chinese morning newspaper of Vancouver, was in Brantford recently while on a trip east for organization purposes, and was banqueted by 35 Brantford Chinese residents.

Major Harry Pense, D.S.O., M.C., formerly on the reportorial staff of the *British Whig*, Kingston, has assumed temporary comand of the 21st Battalion in France, succeeding Lieut-Col. Elmer Jones, who fell in action.

A. M. Raymond has left Toronto to become news editor of the Regina *Post*, after six years' service on the Toronto *Star's* editorial staff. Before leaving for the West Mr. Raymond was presented with a wardrobe trunk and kit bag by members of the editorial department.

Lieut. C. C. Martin, 1490 King st. W., Toronto, former member of the *Star* staff, is reported wounded. He was first injured nearly a year ago. Lieut. Martin enlisted as a private in the 25th Battery. He passed safely through the Somme battle and Vimy Ridge.

The Kingston newspaper fraternity was pleased to welcome Mr. W. R. Givens, publisher of the *Daily Standard*, once more into the fold. Mr. Givens was one of the Canadian editors selected to visit the battlefront and he is writing a series of articles on his observations.

Pressure of business has made it necessary for W. E. Mason of the Sudbury *Star* Ltd., to lease premises on the lower floor of the opera house building. This will be used for newspaper work only. The *Star* appears twice weekly, and in addition a Finnish paper is published weekly with a large circulation.

J. Courtland Elliott, who has been writing for the past three summers on the staff of the Kingston *Whig*, is returning at the beginning of October to Queen's University to complete his course in the Faculty of Arts. At present Mr. Elliott is writing a series of Saturday features on town topics.

Spencer Hunter, advertising manager of the *Sentinel-Review*, had a narrow escape from fatal injury when his car rolled over an embankment near Southside Park at Woodstock. No bones were broken, but painful bruises were sustained about the head and chest. His companion, Miss Pearl Wardell, escaped practically uninjured.

H. E. Reid has joined the staff of the Canadian Linotype Co. For the past eight years he has been operating in the T. Eaton Co. printing department. Previous to that he had a wide experience in newspaper and job offices, and was considered a first-class operator. Mr. Reid is at present in the Toronto office and will probably be on the road in the near future.

Lieut. G. Allan McGiffin, a well-known and popular Toronto newspaper man, was recently killed in action. He had been on the staffs of the Toronto *Daily Star* and the *Mail and Empire*, and served a year as president of the Toronto Press Club. He enlisted in 1915 in the 37th Battalion, was wounded at Courcelette, and returned home on leave last Christmas.

Pte. Harold Bell, 195022, 55 Devon Road, Toronto, who is reported killed in action on August 10th, was only 21. He enlisted in the 93rd Battalion in 1915. At Vimy Ridge he was wounded in the arm. Pte. Bell, who was the eldest of a large family, was a member of the Y.M.C.A. and of St. Saviour's Church He was employed by the Thompson Printing Company.

On information laid by Chief Lannin of this city the London Advertiser Co., Limited, was fined $50 and costs in police court here for advertising a merchants' treasure box in connection with the dollar day recently conducted at London. The local police authorities took action because of the large circulation of the paper in the city. The solicitor for the *Advertiser* pleaded guilty.

"Killed in action" on August 10 was the sad news contained in a telegram from Ottawa, received by Mrs. Durnford, 40 Armstrong Ave., Toronto, concerning her Son. Pte. Ernest Durnford. He enlisted in February, 1915, and went overseas the following July with an infantry unit. He was born at Sturgeon Falls, Ont., and had been employed by the Curtis Publishing Company before enlisting.

Goderich *Star*:—The same day Mrs. Naftel, wife of the editor of this journal, had the sad announcement that her brother, Lieut. Lindsay Sinclair, son of Mr. and Mrs. P. M. Sinclair, of Perth, had been killed in action. Lieut. Sinclair was in the First Field Company, Canadian Engineers, and had been in France for some months. Mrs. Naftel left on Saturday for Perth to be with her parents for a little while.

A cable despatch from England reports that Lieut. A. G. Donald, who went overseas with a Toronto Highland unit, and who won the Military Cross in April last, is now in Exeter hospital, suffering with a severe wound in the thigh. Before enlisting, Lieut. Donald was the sporting editor of the Woodstock *Sentinel-Review* and is well known in the city and vicinity. He is a native of Canada and previously served with the 45th Regiment.

"I ought to go before the men who have little children," said L. Corp. Alfred Wm. Hardy, when he gave up a job as compositor with the McLean Pub. Co., and at the age of 40 years went overseas with the 198th Battalion. Now he is reported admitted to hospital at Rouen, Aug. 10, with gunshot wounds in the left thigh. Appropriately enough he is of Scotch descent, but has lived in Canada for 30 years. His wife lives at 129 Woolfrey Ave.

Rev. Dr. MacTavish, Madoc, has received word that his youngest son, Pte. W. Gordon MacTavish, has been admitted to a hospital in France, having been wounded in the ankle, thigh and shoulder. This is the fourth time that this young soldier has been wounded. Since going overseas he has spent more than twelve months in hospital. He was in the employ of the Toronto *Daily Star* when he enlisted in the 84th Battalion, but when that was broken up he was placed in another Toronto unit.

Mr. D. F. Palmer, 34 Hewitt Ave., Toronto, has received word that his second son, Lieutenant B. M. Palmer, has died of wounds in France. Lieut. Palmer, who had been a third-year student at Victoria College in this city, joined the Buffs and went overseas with that organization. When it was broken up in France he joined the Mounted Rifles. He was twenty-four years of age. Mr. Palmer has another son, Lieut. W. S. Both of the Palmer boys had been employed in the business department of the *Globe*.

Word has been received in Chatham of the death in Winnipeg of a former well-known Chatham man in the person of Joseph R. Cook. Death resulted from an illness of typhoid fever. The late Mr. Cook left the city for Winnipeg thirty years ago and had resided in that city ever since. He learned his trade as a printer at the *Planet* office, taking up that work on his arrival in the Western city. For a considerable period he was an instructor in the printing trade in a government institution in Winnipeg.

Bradford *Witness*:—Mount Forest, with a population of 1,871, has now only one newspaper. The *Confederate* (established in the year of Confederation) and the *Representative* have amalgamated, Mr. A. W. Wright of the former being the proprietor of the amalgamation. Mr. Wright has relatives in Bradford, and the *Witness* congratulates him and he has our well wishes for continued success. Mr. Lambert, who retires from newspaper work in Mt. Forest, has our sympathy in the very sudden death of his wife.

The Brussels *Post* is among those papers whose guidance has been under one editorial direction for many years. Mr. W. H. Kerr completed the thirty-eighth year on the 1st of August, since he bought the paper from McGillicuddy Bros. We notice among the list of employees when he acquired it A. M. Kay, now postmaster at Stratford. J. H. Kerr, his son, has become editor of the Clinton *New Era*. Several others who were then or since on the staff have done well. The *Post* is enjoying a larger constituency now than ever, which the *Beacon* is glad to see as the *Post* is well worthy of it.

J. Ellison Young has resigned his position on the editorial staff of the *Times-Journal*, St. Tnomas, and will leave in a few days for Windsor, having accepted the position of news editor of the Windsor *Record*, which came under new management on Sept. 1. Mr. Young is one of the best known and capable newspapermen in Western Ontario, having been identified with the St. Thomas *Journal* for many years, and also for a time with the

London *Advertiser*. His first newspaper experience was gained on the Aylmer *Express*, he being a native of Aylmer, where his parents, Mr. and Mrs. J. E. Young, still reside. Mr. Young is a past president of the Talbot Club.

Mr. and Mrs. Seth Wimbush, 96 Flora Street, St. Thomas, received the sad news that their son, Pte. Eric Wimbush, had been officially reported killed in action on August 8. Pte. Wimbush was one of the best known young men of this city. Previous to enlisting, for several years he was a popular employee of the *Journal* Printing Company, in the job department. He was a consistent member of St. John's Anglican Church and took an active part in the work connected with the church. He was 21 years old at the time of his death. His father, Seth Wimbush, sr., was also overseas with the Canadian forces, returning to this country last October and receiving his honorable discharge.

Word was received of the death of Pte. Jack Topp, son of Mrs. M. E. Topp, 147 Balmoral Ave., Toronto, who was killed in the big advance made by the Canadians on August 8. Pte. Topp had been in France for the greater part of three years, and during that time he was wounded twice, one of the wounds being very severe. He enlisted in the 35th Battalion, and went overseas in the Summer of 1915. He was afterwards transferred to the 3rd Battalion, with which he saw service. After being wounded the first time, Pte. Topp spent some time in England, and it was uncertain whether the wound would permit him to return to the front, but he went to France again as soon as he was able to do so. Pte. Topp was 21 years of age, being only 18 when he entered the army. Before the war he had been employed in the *Mail and Empire* editorial office. His elder brother, Major C. Beresford Topp, was also a member of the *Mail and Empire* staff, and went overseas as lieutenant, having won his promotions to his present rank on the field.

To Trent River early in August went two members of The Maclean Publishing Company's composing room staff, George Elms, Walter Webb, and a friend, Herb Parsons, and the accompanying photograph is good proof that the point system was applied to good advantage. The smallest is well over the sixty pica limit, and the largest a beauty of more than four pounds. Government fish are unknown in this locality, and anyone contemplating a trip to the Trent will find himself compelled to depend on his skill as an angler. This string of bass is representative of a good day's sport, and those who have not had the good fortune to spend a few days on the Trent waters, midst scenery of the very finest, have something to look forward to. When the city emigrant can rely upon sport of this kind his holiday becomes one that will live in his memory. George Elms is something of a taxidermic artist, and has "set up" the largest of the fish, and in its spick and span glass case it is a thing of beauty and a pleasant reminder of an enjoyable holiday.

Captain Evans McKay, M.C., son of Rev. Dr. W. J. McKay and Mrs. McKay, 12 Chichora avenue, Toronto, is reported missing He is serving with the Royal Air Force. The Air Council reports that he has been missing since August 22nd. Captain McKay was a flight commander in the British Independent Air Force. A squad of planes from the force recently bombed the chemical centre at Mannheim. Seven machines were missing after the attack of the airmen, and it is thought, although there is nothing to confirm it, that Captain McKay may have taken part in the operation. In the autumn of 1915, Captain McKay joined the Royal Flying Corps and went to England, where he quickly secured his commission. He left a position at the City Hall to enlist. For a time he took machines across the Channel. At Messines Ridge he obtained the Military Cross for making valuable photographic reconnaissances and engaging the enemy while flying at low altitudes. Later he was promoted to be a flight commander, and finally was made second in command of a squadron. His father is editor of the *Canadian Baptist*.

Kingston *Whig*:—Friday was Col. George Ham's birthday. The reason we say this is because the Almanac and Doomsday Book both record it. It gives his age also but we don't believe it; the compositor got a wrong figure in the line. Col. Ham is much younger than he looks. Travelling so much has broken down the finer tissues but—we could give a long dissertation on looks. However, the Colonel is old enough to be constantly good. His self-denial has made it an easy task. He has never waited for the milestones, he usually stubs his toes on them and then forgets it was a mile post. He is a few years older than the C.P.R., but he is expecting it to catch up very soon. Newspaper men generally regard him as the C.P.R. itself, but he will never admit it; he only claims to be a hairspring in the mechanism—very useful and all-important. Col. Ham is known everywhere; he is known for his geniality, his open-heartedness, and his wit. He is known on land, on sea, in the air and under the water, and all his fellows honor and respect him for those qualities which go to make up a benevolent gentleman. "Col. George," and he will recognize the sign, "here's looking at you." The sun shone brightly on his natal day, and the *Whig* hopes it will be bright and cheerful for him all the rest of his days.

The annual picnic of the Hamilton Printing Pressmen's and Assistants' Union, No. 176, was held at the Dundas Park. Despite the unfavorable weather conditions of the morning, there was an excellent attendance of the members with their wives and children. Upon arrival at the park the usual baseball game was played between two picked teams captained by A. Jennings and Bert Townsend. This resulted in a win for the Townsend team by the score of 17 to 7. Barclay was umpire and F. Juby scorer. A good programme of sports was then run off, the results being: Children's race, all prizes; ladies' race, six prizes, Mrs. A. Legris, Mrs. Hammond, Mrs. W. Berry, Mrs. J. Burjaw, Mrs. Reg. Chiswell, Mrs. King; visitors' race, Mr. Kahles, Mr. Juby; pressmen's race, F. Smith, Bert Townsend; feeders' race, dead heat, Whitsed and Byers; apprentices' race, G. Smiley, J. Henry; hidden number race, won by L. Thoret, who found the lucky number. There were thirty-three entries in this event, a beautiful clock being the prize; three-legged race, H. Theoret and R. Hunter; shoe and smoking, J. Whitney, W. Woods; obstacle race, Bert Townsend, F. Kidd. Tea was then served to all under the direction of Mrs. Reg. Chiswell and Mrs. Wm. Berry. Dancing was next in order until 9 o'clock, when all started for home, voting it one of the best picnics yet held. The committee in charge were Messrs. E. Barclay, Wm. Berry, J. Berlinghoff, Reg. Chiswell (president), Ed. Hughes, A. Jennings, F. Maxted, L. Riley (secretary), T. Whitsed.

Saskatoon

The Saskatoon *Star* building now gives 17,000 square feet of floor space, all devoted to the newspaper and job printing work. The newspaper equipment is thoroughly up-to-date with a 32-page Hoe press, Goss stereotyping machinery, and seven linotypes, including one Model 14, one Model 9, one Model 8, and four Models 5. A linotype lead and slug caster has only recently been installed. The job equipment comprises a Model 14 linotype, a Hickok ruler, Roseback punch, Monitor stitcher, an Optimus cylinder press, an Osterlind cylinder press, together with platen presses, a Diamond cutter, perforators, round-corning machines, and so forth. Much of the job machinery is entirely new, having been installed within the past year. The building is laid out as follows: Press room, stereotyping room, mailing room, room for carrier boys and paper storage, in the basement; business office occupying the front of the first floor, job room at the rear; editorial rooms, library and publisher's office front of second floor, newspaper composing room and steam-table rear of second floor. The entrance to the first floor is vestibuled, the interior doors opening on a space bounded by a horse-shoe polished oak counter on either side, with the main stairway to the editorial rooms at the centre. The growth of the *Star* has been consistent since it was founded in 1912. It started with a press run of four thousand. In the month of July, 1918, the average paid daily circulation was 24,017. The *Star* is on a strictly paid-in-advance basis. W. F. Herman is proprietor and publisher of the *Star*; C. A. Elvin is business manager; H. A. Graybiel is advertising manager; George S. Porter is circulation manager; R. M. Elliott is manager of the job printing department. On the editorial side W. L. MacTavish is assistant publisher; Randolph Patton is city editor, and Colin Ovas is telegraph editor.

Maritime Provinces

L. B. Maclead has resigned from the staff of the Lunenburg *News*.

Bayard Prince has joined the reporting staff of the St. John *Globe*.

Ross Print have added a perforator and another Gordon press to their equipment.

The rush in the printing and binding business down this way is beginning to slacken up.

Weeks Printing Co. have installed individual motors, also another power cutting machine.

Gordon C. Ferris, a reporter on the St. John *Standard*, has resigned to enter Y.M.C.A. military work.

Miss Scott, one of the staff of the News-Sentinel, Limited, spent the week end visiting friends in Halifax.

Ritchie Nelson, foreman job printing department of the News-Sentinel, Limited, was in Halifax on business.

F. R. Moorhead, of the Malagash *News*, has accepted a position with the News Company, Limited, of Lunenburg.

E Nicole, of the St. John *Standard*, has recovered sufficiently after several months in a sanitarium to resume work.

Stephen H. Fry, linotype operator with the St. John *Times-Star* until he enlisted, was admitted to hospital in Rouen on August 9th, suffering from wounds in the head.

Lieutenant James B. Dever, a member of the writing staff of the St. John *Times-Star* before going overseas, who was wound in June. is now reported to be recovering.

Frederick Woodbury, a printer with the *Beacon*, of St. Andrew's, N.B., before enlisting with the second Canadian contingent, was killed in action in France on August 8.

Percy M. Butler, of the St. John *Evening Times* composing room staff, has left to take charge of the printing department of T. S. Simms & Co., Ltd., St. John, manufacturers of brooms and brushes.

Rev. J. H. Macdonald, formerly editor of the Maritime *Baptist*, St. John, before going overseas, and who now is director of chaplain services in London, has been promoted to the rank of lieutenant-colonel.

P. F. Lawson, for the last year editor of the Halifax *Herald*, has left for the West where he will take charge of the official organ of the United Mine Workers of America in British Columbia and Alberta.

News of the death of Harry M. Leonard, aged thirty-seven years, at Cadboro Bay, B.C., was received in St. John with sincere regret. He was a native of St. John and served on the writing staff of local papers before going West.

Lunenburg after September 1st will have one good daily paper, which is all the town requires. The paper will be called *The Malagash News*, it will be non-political and will give its readers all the latest items of interest. D. J. Rudolf will be the manager.

Mr. Thomas M. Fraser, publisher of the *Saturday Press*, Saskatoon, has been on a short visit to his home in Hopewell. Mr. Fraser was formerly editor of the *Daily Echo* and has many friends in Halifax who were glad to see him after an absence of seven years.

Frank O'Connor, after convalescing from wounds received in France, joined the reporting staff of St. John *Telegraph*. Mr. O'Connor began work as a newspaper man in St. John and was with papers in Sydney, N.S., Montreal and Ottawa before enlisting early in the war.

A meeting of the Eastern Press Association was held in Halifax. Among those present were: A. D. McNeil, Glace Bay; T. W. H. Sutherland, New Glasgow; John T. Hawke, Moncton; H. R. Coffin, Truro; F. S. Ellis, St. John: C. O. Knowles, Toronto; W. P. Robinson, Toronto, and P. D. McNeil, Sydney.

Several school books that have been used in the Maritime Provinces have been taken off the list, and Ontario books put on in their place. This has meant that the printers have been cut off from that source of work, which is very unfair, as the school books owned by several printers in Nova Scotia are as good, if not better than those that are replaced by Ontario books.

At the last meeting of the St. John Typographical Union a roll of honor, designed and executed with appropriate ornamentation by W. Rhoi Spensyr, bearing the names of members overseas, was unveiled. The scroll, handsomely framed, was presented by the designer and was received with an appropriate address of thanks by Stanley Fitzpatrick, president of the union.

Beginning at the first of August the *Herald, Evening Mail, Morning Chronicle* and *Daily Echo*, of Halifax, increased the price of their papers from two to three cents per copy, the increase being made in view of the increased cost of production. A similar increase has been discussed in St. John, but no action has been taken.

Thomas Price, a former employee in the business departments of the Moncton *Transcript* and *Times*, has lost his life while serving with the Imperial forces in Italy. After crossing with the C.E.F. he was transferred to the Imperials and saw service in Flanders and France before going to Italy. His death followed severe shell wounds.

William E. McMonagle, a member of the writing staff of the St. John *Standard* for the last two years, has resigned to take up the practice of law in Grand Falls, N.B. Mr. McMonagle, who is a native of Windsor, N.S., was articled with a Kent County barrister, but came to St. John to enter the King College Law School and joined the *Standard* staff while completing his course, remaining for a time until he completed his plans for practising.

A visitor to St. John recently, who was warmly welcomed by old friends, was Major Arthur Partridge, of the Royal Air Force. In former years Major Partridge was a reporter on the St. John *Globe*. He left St. John for Rochester, N.Y., and at the outbreak of war was city editor of the Rochester *Post-Express*. He arranged for a long leave of absence, crossed the border to Canada and enlisted. Shortly after reaching England he secured his transfer to the air service and won rapid promotion.

Captain J. Edgar March, city editor of the St. John *Standard* until entering military service early in the war, has been awarded the Carnegie Medal and a substantial cash award in recognition of a brave act performed shortly before donning khaki. When on a vacation at Cape Tormentine he noticed two young ladies in serious trouble with a strong offshore current while they were bathing. Without waiting to remove his heavy clothing he plunged into the water and swam out after them, reaching them when they were almost exhausted. He succeded in getting them both safely ashore. Captain March was invalided home after being wounded at the front and now is on duty as O.C. of a military guard at Newcastle, N.B.

Geo. A. Brison, who passed away in Truro, N.S., was the son of the late Capt. Andrew Brison. He learned his trade in the office of the old Windsor *Mail*, started by M. A. Buckley, afterwards of Halifax, when Windsor, Yarmouth, New Glasgow and Sydney were the only towns outside Halifax to enjoy local newspapers. He subsequently went to Halifax, and from thence, about 1880, to Baddeck, C.B., when the late Albert McPherson started the *Island Reporter* of that place. After the death of McPherson and on the winding up of the McCurdy estate, the *Island Reporter* was sold to a company in Sydney in 1888, where Brison went with it, remaining in Cape Breton until four years ago when he became manager of the *Daily News* in Lunenburg, going thence last year to Truro.

Newfoundland

H. Y. Mott, the Newfoundland Assistant Press Censor, who was visiting his old home at Dartmouth, N.S., returned to St. John's, Nfld., on August 12.

W. J. Long, foreman of the press room of the St. John's *Advocate*, visited Conception Bay the early part of August. He was accompanied by Mrs. Long.

Three former members of the St. John's *Herald* staff arrived from the Western front during the first week of August. They were: Lieut. J. A. McGrath, Comp. Sergt.-Major Thos. Carmichael, and Corp. Dan DesRoches.

Fourteen of the *Herald* men went overseas. Three of them have been killed in action, namely, Sergt. Gus. Manning, Ptes. Jim Howard and P. Slattery. One is a prisoner of war in Germany, namely, Pte. H. King. Five are still with the colors, namely, Ptes. Johnson, Bishop, Spratt, Brown and Butler.

The libel case of Hon. R. A. Squires, H. M. Mosdell, D. R. Thistle and the Daily Star Publishing Co., of St. John's, vs. the *Evening Advocate* came up for hearing before the Supreme Court of Newfoundland on August 15. The case is yet before the Court. The amount of damages claimed is thirty thousand dollars.

The demand upon the advertising space of the newspapers of Newfoundland is greater than ever before. Some of the papers from time to time have had to increase their size in order to maintain a good balance and avoid the poster effect. And the most pleasing feature from the management point of view there seems to be that there is little or no trouble in maintaining their established advertising rates.

Newfoundland's first Victory Loan cost less than one per cent. to raise, and was over-subscribed by about seventy-six per cent. An advertising campaign was carried on through all the newspapers of the country—full page spreads as well as considerable reading matter space. The newspapers of the whole country opened their columns liberally to the campaign, to which has been attributed the success of the venture.

The Newfoundland Minister of Finance banqueted the newspaper representatives on August 15, only representatives at St. John's being able to attend, at which he announced the success of the Newfoundland Victory Loan. Two million dollars were placed upon the market. The total of this amount was taken up within four days, and on July 27, the time set for closing the floating of the loan, the total subscribed amounted to three million five hundred and nine thousand dollars. W. J. Herder, proprietor of St. John's *Evening Telegram*, the first paper to advocate the placing of the loan on the local market, came in for congratulations from every person present.

The formation of a Press Association for Newfoundland has again been mooted. The proposition this time was brought up at a gathering of newspaper men at a luncheon given at St. John's on August 15 by the Finance Minister of the new Dominion for the purpose of making public announcement of the success of the first Victory Loan placed upon the Newfoundland market and to thank the newspapermen for the loyal and generous support of the press throughout the country. A few years ago a letter was addressed to the newspapermen of Newfoundland by A. L. Barrett, manager of the *Western Star*, of Curling, in which the writer urged the formation of an Association of the Press of the Colony, and the replies contained very favorable expressions on the matter. But just about that time an annual session of the Canadian Press Association was about to take place when some changes in its constitution were to be proposed. It was thought that possibly that body would so amend its constitution as would permit the entrance of members of the "Fourth Estate" from Newfoundland.

Some Recent Monotype Installations

British Columbia.—The Sun Publishing Co., Ltd., Vancouver, monotype type-and-rule caster and non-distribution.

Maritime Provinces: J. & A. McMillan, St. John, N.B., complete monotype equipment; Brodie Printing Co., Glace Bay, N.S., complete monotype equipment; Archibald Irwin (King's Printer), Charlottetown, P.E.I., complete monotype equipment; the Royal Print & Litho. Co., Halifax, another monotype and the non-distribution system; the Sydney *Post*, Sydney, N.S., complete monotype equipment; the *News*, Truro, N.S., have made their plant all-monotype.

Manitoba. Bulman Bros., Winnipeg, type-and-rule caster; the Manitoba *Free Press* are now operating two monotype type-and-rule casters in their composing room; the Public Press, Winnipeg, additional monotype and non-distribution; Saults & Pollard, Ltd., Winnipeg, tyne-and-rule caster and non-distribution; Winnipeg *Saturday Post*, third monotype and non-distribution; the West Canada Publishing Co., Winnipeg, complete monotype; Willson Stationery Co., Winnipeg, type-and-rule caster and non-distribution.

Quebec. The Federated Press, third monotype, and the non-distribution system: the Canadian Advertising Agency, Montreal, second monotype equipment; the *Imprimerie du Messager*, Montreal, another monotype and the non-distribution; Scolasticat St. Joseph, a private educational institution in Montreal, a complete monotype; La Societee de Publication de l'Est, Pointe-aux-Trembles, Quebec, have installed a montotype; Charrier & Dugal, Quebec, second monotype equipment; T. J. Moore & Co., Ltd., Quebec, a complete monotype; *Le Soleil*, Quebec, two additional monotype; Telegraph Printing Co., Quebe, sixth monotype and the non-distribution; Le Cie D'Imprimerie Trifluvienne, Ltee., Three Rivers, Que., complete monotype.

Linotype Installations

Smiths Falls *Record*, Model 14; Arnprior *Watchman*, Model K; Perth *Courier*, Model 14; O. A. Heath, Model 5; Windsor *Record* (now the *Border Cities Star*). Models 5 and 8; Moncton *Transcript*, Model 8; Bishop Printing Co., Winnipeg, Model 14; Wapella *Post*, Model 5; Dominion Embossing Co., Toronto, Model 15; [illegible] *Star*, 7 Model 19's; Toronto *Telegram*, 2 Model 9's (4-deckers); Walkerton *Telescope*, Model L; Rittinger & Motz, Kitchener, Model L; Kincardine *Review*, Model L; *La Patrie, Montreal*, 2 Model 14's; Rosthern *Enterprise*, Model 10; Neepawa *Register*, Model 5; Herald Press, Windsor, Ont., Model 14; Chesley *Enterprise*, Model L; Port Hope *Guide*, Model 19; Meltord, Sask. *Journal*. Model L; St. John's, Nfld., *Telegram*, Model 9; Sackville *Tribune*, Model 14.

One Way of Getting Paper

Oshawa *Reformer*:—Someone who has a "kind of a sneaking regard for the *Reformer*," but who would rather take one from the Library when no one is looking than subscribe himself, is credited with this sleight of hand performance every week now. Evidently this is one of those people who come bravely in and stop their subscription and tell us that the paper is no good; having decided it is cheaper to steal than pay for it, being a little more advanced in their methods than the parties, who, when their neighbors pay for a paper make a habit of borrowing it every week, rather than pay for one of their own. They will say it is not worth subscribing for, but they are after their neighbor's copy almost as soon as it reaches the house and frequently forget to bring it back. Such large-hearted, whole-souled people help to make the world a better place to live in—we don't think.

Interior view of the Linotype School at Canadian Linotype Co. Building, Temperance St., Toronto.

Teaching the Returned Men the Linotype

The Linotype Co. had an interesting exhibit in the Department of Soldiers' Civil Re-establishment at Toronto Exhibition. Two machines were in operation there, and were looked after almost entirely by the returned men who had taken a course at the school maintained by the Linotype Co. for the training of returned men. In addition to maintaining the school here the Linotype Co. have given a machine to the vocational school in Calgary and another one in Hamilton, and is supplying keyboards to the hospitals at Whitby and elsewhere.

Since the opening of the school in Toronto about 25 men have gone through and been able to take positions in newspaper and job offices throughout the country, and the results confirm the hopes held out for their success in the first place.

Press Day at the Exhibition

A large number of newspaper men, with their wives and families, attended Toronto Exhibition on "Press Day," August 30. Registration at the Press Building entitled members to dinner tickets and grand stand privileges, and the fourth estate waded in well and thoroughly for both occasions.

At the noon luncheon W. J. Taylor, president of the C.P.A., assured the Exhibition directors that the Press was conscious of the compliment paid it in setting aside each year a day in its honor. "We gather from far and near to enroll ourselves for a day in this great school of national progress," he said. "We come to learn again the lesson of Canada's illimitable resources, for a yearly stock-taking of her agricultural, industrial and educational development, and to receive fresh inspirations of her possibilities as a potent force in shaping the material and spiritual destiny of mankind."

Mr. Taylor said the Press felt that it was part of the volunteer organization which assisted the Exhibition, and he assured the directors that as they moved on to bigger things the Press was ever ready to assist. Mr. Taylor said that the Press of Canada was practically a unit in its insistence that the war go on with increasing vigor until the cause for which we took up arms was guaranteed. Referring to the success of the last Victory Loan, the speaker said the Government was assured of success for the next loan, and he was convinced that the Press was better able to discharge its responsibilities than it was in the former campaign.

THRIFT CAMPAIGN NEEDED

Continuing, Mr. Taylor said that the present urgent need was for a great national campaign of personal thrift. The country was enjoying an unprecedented era of industrial prosperity. At the close of hostilities there would be a period of economic depression. During the war the financial burdens will increase. "Therefore," he said, "the highest conception of patriotism demands that we conserve our financial resources in order that we may be prepared to meet every demand which may be made upon us to share in the colossal task of financing this war to the finish." The people should at once be urged to forego all luxuries and to restrict expenditures to the essentials, for thrift meant the releasing of labor and material for the manufacture of war necessities; it also meant the building up of large national savings, and it meant insuring the maintaining of Canada's war finance upon its present sound basis. "Our people must be urged to turn to a more simple form of living," he said. "Their slogan from now on should be—'Save for Victory.'"

Mr. Harry W. Anderson, President of the Toronto Press Club, said that he believed he spoke for the Toronto Press Club when he joined with the small boy in saying "The Exhibition is great; it makes such lots of people happy." The Exhibition was really great, he said, because in a war-weary world it had made lots of people happy.

M. O. Hammond, who is in charge of the Ontario Press and Publicity Campaign Committee of the coming Victory Loan drive, met a large delegation of the editors in the Press Building during the afternoon and outlined the informal plan of arrangement of this committee in bringing before the public certain features of the third loan drive.

Found His Position Untenable

The sale of the New York *Evening Post* by its owner, Oswald Garrison Villard, seems to have a meaning on which the Brooklyn *Eagle* throws considerable light. The *Eagle* intimates that Mr. Villard, who is a grandson of William Lloyd Garrison and was educated in Germany, could not well retain control of the *Evening Post* at a time when its policy on the war ran counter to his own views. Before the war Mr. Villard was an advocate of peace through non-resistance. He opposed the entry of the United States into the war. Since the country went in, he has supported the war. But he still finds it hard to believe that the only road to peace is through the subjugation of the German military power. In his heart it is supposed he feels that there is a less bloody road to peace than through victory. The clue to that attitude is found in an article in the New York *Nation*—after Mr. Villard had separated it from the *Evening Post* and taken full charge of it—which characterized as "disappointing" President Wilson's demand at Baltimore for "force to the utmost." His personal relations with President Wilson have been terminated—or at least interrupted—by the necessity of the war, and now apparently his long and intimate relations with his associates on the *Evening Post* are to be severed by the same force. Since the separation of the *Nation* from the *Evening Post*, the *Evening Post* had been more militant than the *Nation*. Through the *Nation* spoke the voice of Mr. Villard; through the *Evening Post* that of his associates, who will continue the conduct of the paper.

Fighting Over Hearst

New York.—The *Tribune* prints the following:—On Monday last the newsdealers began a war upon the Hearst newspapers, having in view three objects, namely: (1) to break what they call Hearst's power of oppression; (2) by breaking his power to remove what they believed to be the one strongest influence in the Publishers' Association of New York against a change in the price of papers, and (3) to protest against the disloyalism of the Hearst publications.

The members of the Publishers' Association (all except the *Tribune*) elected to stand with Hearst. They collectively instructed the American News Company, through which all morning newspapers are delivered, to serve other newspapers only to dealers who continue to take the Hearst papers as usual, intending that a newsdealer who cancelled his order for the New York *American* should be unable to buy any other morning newspaper.

In addition to this, members of the Publishers' Association individually gave notice that anti-Hearst dealers would be cut off. The New York *World*, for one, sent out the following card:

Notice to supervisors, route men, carriers, etc.—Information has reached this office that by illegal agreement certain newdealers will, beginning Monday next, refuse to handle at least one of the New York newspapers. Please notify dealers in your territory that if any such illegal boycott action is taken the *World* will not be supplied for sale to any dealer participating in the boycott. James McKernan, manager, circulation department.

The *Tribune*, having elected to stand with the newsdealers against Hearst, asked the American News Company whether it would deliver *Tribunes* to dealers who refused to take Hearst paper also. After some delay it answered, "No."

For three days the fight has been going on, the Publishers' Association and the American News Company supporting Hearst and the *Tribune* standing alone with the newsdealers. The tactics have been variable. In the afternoon field the anti-Hearst dealers have been entirely cut off by the other papers. In the morning field the method so far has been to disregard cancellations and deliver Hearst papers as usual to dealers who did not want them and would not sell them, but who expect, nevertheless, to be charged for them.

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Campbell-Century Two-Revolution, bed 23 x 28, 2 form rollers, 4 distributors, table distribution, trip, etc.
Whitlock Drum Cylinder, bed 25 x 34, table distribution, rear tapeless delivery, 2 form rollers, 4 distributors, back-up.
Diamond Cylinder, bed 24 x 32½, 6 col. folio, with power fixtures.
15 x 21 Art Golding.
14 x 22 Universal.
14 x 22 Universal.
13 x 19 O.S. Gordon with power fixtures.
10 x 15 C. & P. Gordon with power fixtures, fountain and counter.
10 x 15 O.S. Gordon.
10 x 15 Lightning Jobber.
10 x 15 W. & B. Gordon, steam fixtures, long fountain.
10 x 15 Golding Jobber, complete.
8 x 12 Golding Jobber, complete.
8 x 12 Lightning Jobber.
26" W. & B. Cutter.
30" W. & B. Lever Cutter, plain back gauge.
No. 1 Linotype.
Roger Typograph.
Monoline.
10" Bradley Card Cutter.
32" Piper Ruling Machine.
¾ H.P. Diehl Electric Motor, speed 1125, 230 volts.
13 x 19 W. & B. Long Fountain.
No. 1 Acme Stapler.
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10 x 15 W. & B. Gordon, with steam fixtures.
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INDEXING

Technical and Trade Periodicals and Books

A WORKING SYSTEM

By GEORGE E. BROWN

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THE full and efficient indexing of technical and trade publications is a duty which publishers of these latter owe to themselves no less than to their readers now and in years to come. The great events of the past few years (1914-18) have demonstrated the immense importance of technical and trade information and equally, as a natural corollary, the necessity of making it as accessible as possible. It is hoped that the present manual will stimulate the provision of efficient indexes to technical books and periodicals and will do something towards the uniform adoption of an index of the best kind. The directions contained in the manual apply particularly to trade publications and have been drafted so as to form a guide to an editorial typist or assistant by whom the work, after very little practice, can be efficiently done.

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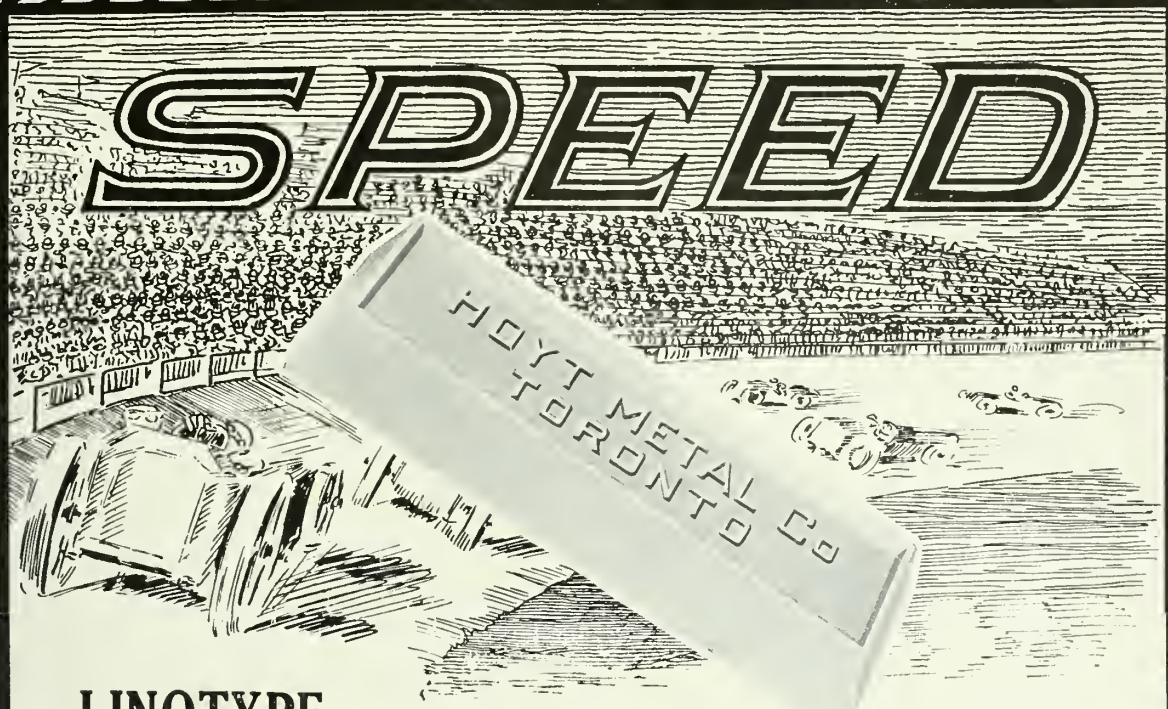

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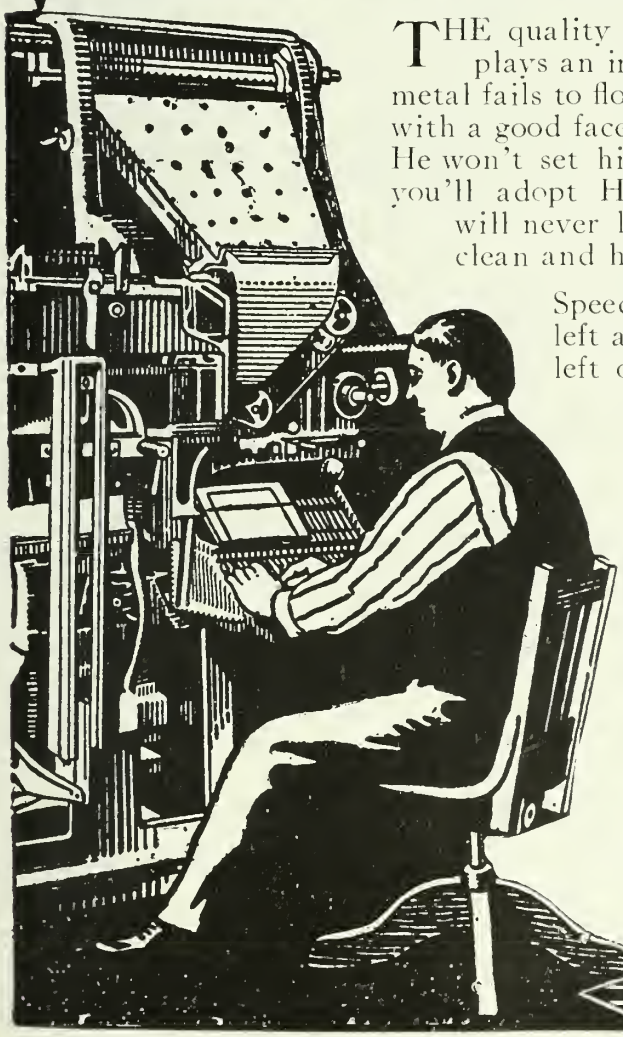

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Most of us would probably like to be the intimates of J. P. Morgan, or of John D, or of Charlie Schwab, or Canny Andrew. If we had a speaking acquaintance with John Wanamaker, or Lord Beaverbrook, or Lord Shaughnessy, and with other distinguished and successful men, we would take comfort from the fact.

And most of us would feel rather small and uncomfortable if we were placed beside President Woodrow Wilson at a dinner table, or beside Sir Robert Borden, Sir Herbert Holt or Sir Wm. Mackenzie. And the reason would probably be that we know so little of the knowledge that really counts. If these successful business men engaged us in conversation we would probably find ourselves knowing very little about the things that matter.

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This man made a hit on that journey, and many friends. One of the company gave him a stock market tip worth a fortune.

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AND stayed right there until he got his place in the Cabinet. Such, in brief, is the story of how one Minister got in, as told by J. K. Munro in the course of an article in September MACLEAN'S.

"A Close-Up of Union Government"

This article will be found distinctly interesting and refreshing, for it appraises the various members of the Government on their nine-months' spell impartially, fearlessly and humorously. Mr. Munro is a member of the press gallery, and he has watched the Cabinet members with a close and critical eye for nine months, and he knows their weaknesses as well as their greatness, and he chronicles their foibles unerringly. It makes good reading.

The September issue contains the following other features:

"Our Mary," the first of a splendid story of Mary Pickford.
By Arthur Stringer

"Buried Alive!" a gripping story of underground warfare.
By Lieut. C. W. Tilbrook

"Less Petty Politics, More Common-Sense," a fearless discussion of the war situation.
By Lieut.-Col. J. B. Maclean

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Germany's Latest Plan to Enslave World.

Pretorius, Wonderful British Scout.

Is the Devil at Large?

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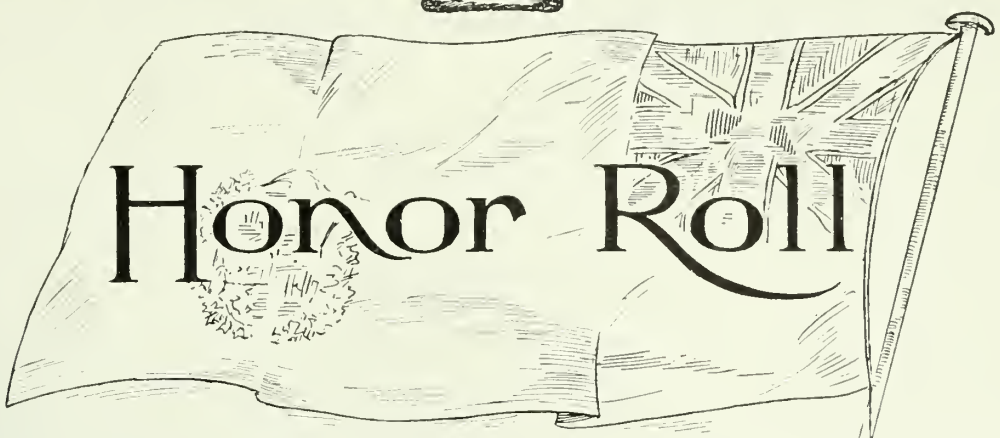

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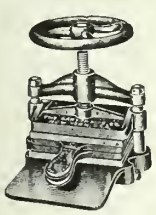
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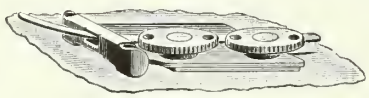

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It is highly recommended for post cards and envelope fillers, too.

Fibrestoc has the quality of the best imported cover papers. It is bulky, strong and durable—folds evenly and embosses deeply.

The wide range of colors—White, Buff, Blue, Grey, Brown, Green, Robin's Egg, Lavender and Russet—presents an opportunity for beautiful effects with colored inks.

Fibrestoc Cover will save you $3 to $5 per ream over imported lines of similar quality.

In these days of climbing costs and lessened margins it will pay you to take advantage of the matchless value represented in this *Made-in-Canada Cover.*

A 'phone call or letter will bring samples to you.

Other Good Covers

Wove Mill
Cashmere
Derby
Tinted Art

CANADA PAPER CO., LIMITED

TORONTO MONTREAL
WINDSOR MILLS, P.Q.

COLORED PAPERS OF ALL KINDS A SPECIALTY

CANADA'S FAVORITE

BLACK INK

This is Our Specialty

Only Manufacturers of the famous Non-Offsetting Halftone Black.

DOMINION BLACKS DRY WITH A LUSTRE.

Victory Black

This ink dries at once and you can back up a form immediately.

Give it a trial and watch the results.

"Used in Canada wherever good printing is done."

THE

DOMINION PRINTING INK

AND COLOR COMPANY, LIMITED

128-130 PEARS' AVENUE - TORONTO, CANADA

Stocked and Sold by

John Martin Paper Co., Ltd.

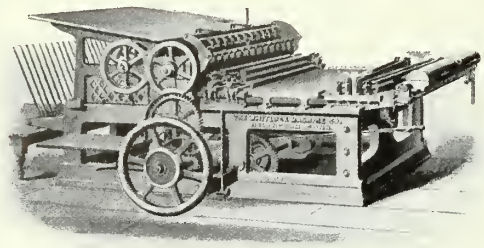
WINNIPEG CALGARY EDMONTON

Chas. H. Tice

Manager for Eastern Canada

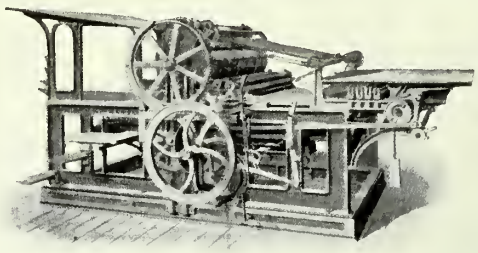
128 Bleury St., MONTREAL Phone Main. 5124

First-Class Printing Presses

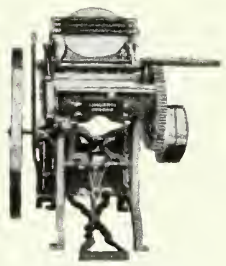


WHITLOCK TWO-REVOLUTION, rear delivery, bed 35 x 52, capable of handling anything a rear delivery press is built for. Will print a 6-col. quarto paper. Price, $700.

New and Rebuilt Suitable for Newspaper and Job Work



CAMPBELL TWO-REVOLUTION, front fly delivery, bed 37 x 52, good condition, overhauled; just the press for country office; easy on power; 4 form rollers: as illustrated. Will print 7-col. quarto. Price, $700.



Challenge Gordon, 10 x 15. This machine is in first-class condition, $175.

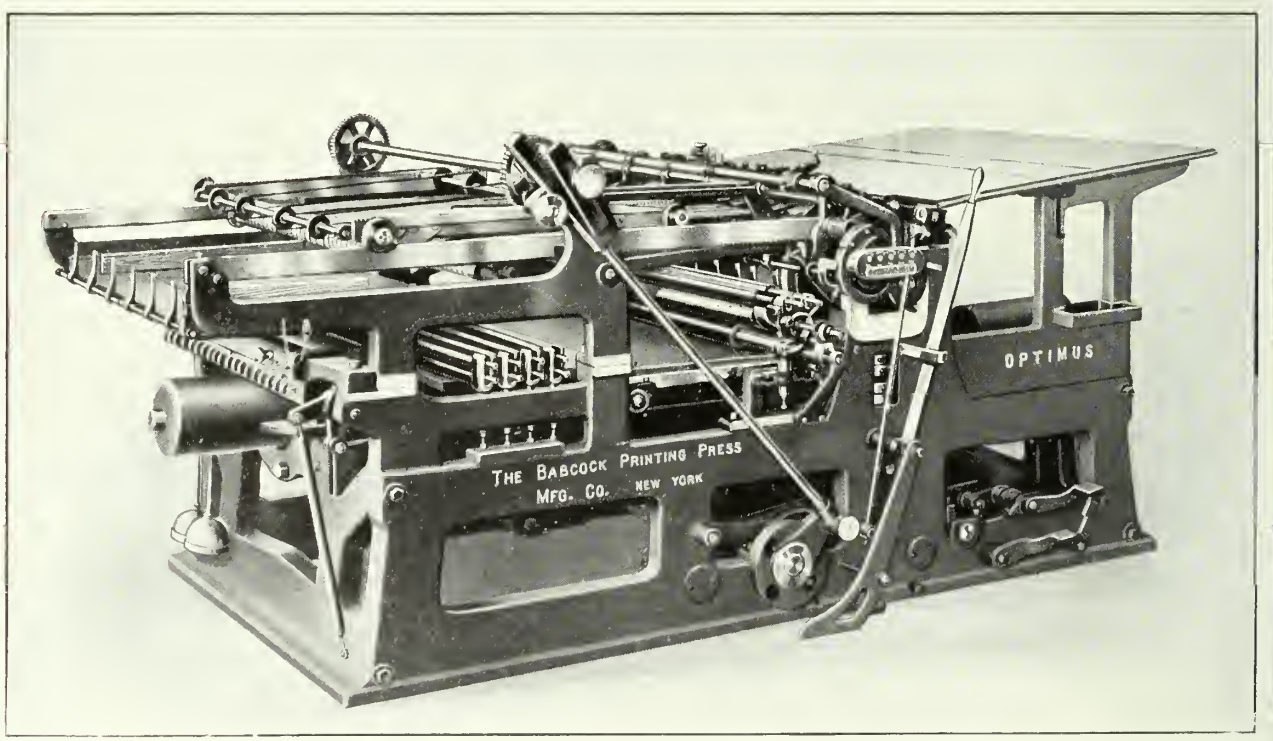
Our rebuilt presses have been thoroughly overhauled and will do excellent work. We have many others besides those illustrated here. All good buys. Get in touch with us.

MANTON BROS.
TORONTO
MONTREAL WINNIPEG

Printing Machinery Repairs Given Prompt Attention

Westman & Baker Gordons—No. 1, 8 x 12, $125; No. 2, 10 x 15, $200.

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT



BABCOCK PONY "OPTIMUS" PRESSES

Have never been equalled in printing small forms, with big profits.
No. 35 prints a sheet 23″ x 33″ or 22″ x 34″.
No. 41 prints a sheet 25″ x 38″.
No. 43 prints a sheet 25″ x 38″.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT. 38 PARK ROW, NEW YORK CITY.
Miller & Richard, General Western Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba.

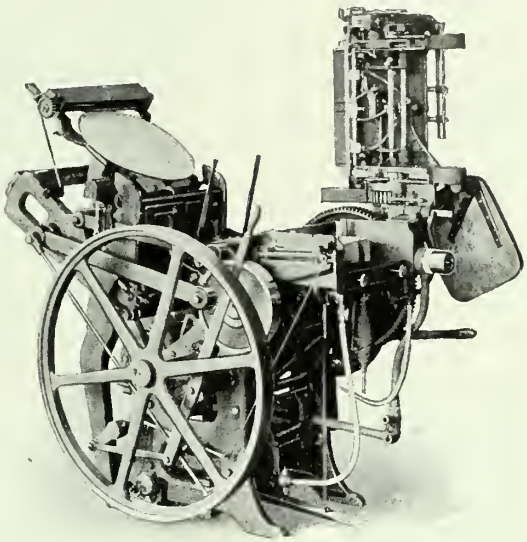
Miller Feeders and the War

WAR-TIME EFFICIENCY

demands the substitution of automatic feeding for the slow, expensive and unreliable hand feeding. Miller Feeders save time, money, MEN—and the Government needs MEN.

10x15

Feeds any size 3½ x 5½ to 10 x 15, from onion skin to heavy cardboard with perfect register on all color work. Can be attached to Old or New Series C. and P. Presses.



Feeder Raised to Facilitate Make-ready

12x18

Feeds any size 5½ x 8½ to 12 x 18, from onion skin to heavy cardboard with perfect register on all color work. Can be attached to Old or New Series C. and P. Presses.

Eliminate waste of materials and labor by adding Miller Feeders. Give your customers maximum efficiency of quality and production obtained from Miller Automatic Feeders.

Scores of Canadian printers use them—each one is a standing advertisement. Will send testimonials.

Miller Feeders and Miller Saw-Trimmers have stood the test of time. They are the recognized standards for printers of every size—Everywhere.

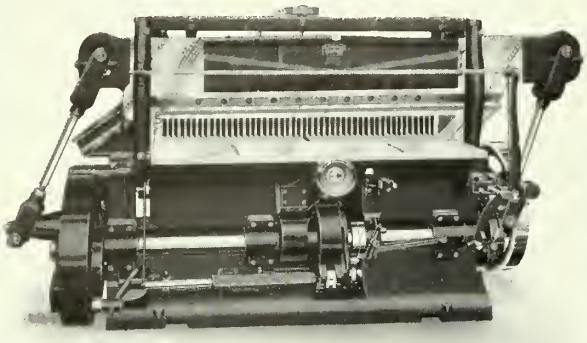
Exclusive Agents for Canada:

Toronto Type Foundry Company, Limited

YORK AND WELLINGTON STREETS, TORONTO

Montreal Winnipeg Regina

SUPREMACY



SEYBOLD
PAPER CUTTER

It takes more than Capital, more than Determination, more than Aggressiveness, more than Advertising to make a product leader of its kind.

All these aids, powerful as they are, would be unable to achieve such a position, unless the product possessed superior merit.

Superior Merit alone has placed "Seybold" Paper Cutters in their position of Supremacy

Seybold "Dayton" Cutters are built to stand the heavy service they are required to give, and they continue to serve their owners faithfully for years after their purchase price has been charged off to depreciation.

Demonstration on request

The J. L. Morrison Co.
445-447 King St. West
TORONTO

BOOKBINDERS' PRINTERS' LITHOGRAPHERS' MACHINERY

IMMEDIATE DELIVERY
OF
GOSS
NEWSPAPER PRINTING PRESSES

NEW PRESSES

One 32-page Goss high speed, 4-decker, two-plate wide with top deck combination for three colors or black printing, 22¼ in. column.

REBUILT PRESSES

One 32-page Goss half-tone and color magazine press, for page 10½ in. x 14 in.

One 28-page Goss 3-roll, 3-decker press for black printing, 22¼ in. column.

We also have, thoroughly overhauled and rebuilt:—

One Hoe 40-page press for black printing, 22¼ in. column.

Further Information on Request.

The Goss Printing Press Co.
1535 So. Paulina St. - Chicago, Ill.

Do Embossed Work on Your Job Press

It's easy with Reliance Embossing Powder. Let us prove this to you. Write to-day for a sample of Reliance Embossing Powder and see the quality of the work it produces —equal in every way to the work of expensive steel die plates.

RELIANCE INK CO., LIMITED
WINNIPEG
Agents for B.C.: Smith, Davidson & Wright, Vancouver.

GUMMING GUARANTEED

SEAL YOUR ENVELOPES WITH MOISTURE
THE TOO GENEROUS USE OF WATER
PREVENTS SEALING

RETURN THIS SLIP WITH SAMPLES IF EVERYTHING IS NOT O.K.

If we make your envelopes you will hand your customer this "Guarantee" with each box. Then watch your envelope business grow.

All printers agree that their envelope troubles are two : 1st "Gumming," 2nd "Service." We guarantee both.

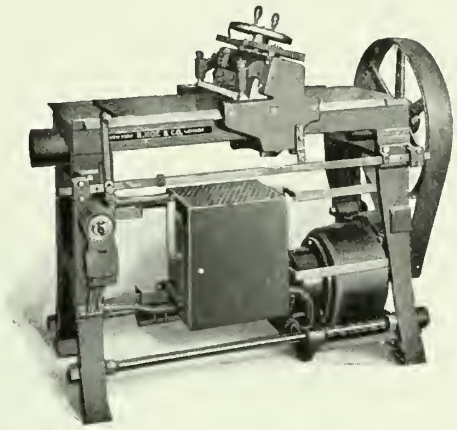
TORONTO ENVELOPE CO., Limited
119 Adelaide St. West ∴ ∴ TORONTO
Manufacturers to the Printing TRADE ONLY

R. HOE AND CO.

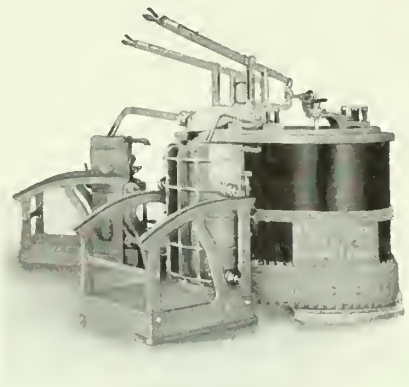
Again Bring to the Attention of

PRESSMEN, STEREOTYPERS AND ELECTROTYPERS

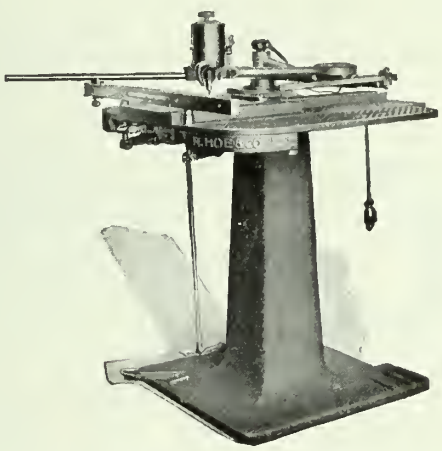
Some More New Worth-While Machines



Screw-Driven Power Shaving Machine.
No Stereotype Department is complete without this dependable machine.



Hoe Metal Pot with Two Hoe Improved Casting Moulds.
Rapid—Accurate—Reliable.



New Hoe Beltless Routing Machine.
"It speaks for itself."

New Hoe Rotary Wet Black-Leader.
A remarkable time and money saver.

There is nothing in the line of Printing and Plate-making Machinery which R. Hoe & Co. cannot make at least a little better than anyone else and at the lowest price consistent with the highest grade of workmanship and materials.

Quality—Efficiency—Reliability

R. HOE & COMPANY, 504-520 GRAND STREET NEW YORK

BOSTON, MASS., 7 Water Street
CHICAGO, ILL., 544-546 South Clark Street
MONTREAL, CAN., 120 St. James Street
LONDON, S.E., ENG., 109-112 Borough Road

The Acme of Excellence

There is no paper in Canada so well known, so well liked or so good as Superfine Linen Record. The standard of excellence it has attained puts it above all competitors.

Send for a folder showing its printing and lithographic qualities.

SUPERFINE
LINEN RECORD
Facsimile of Water Mark

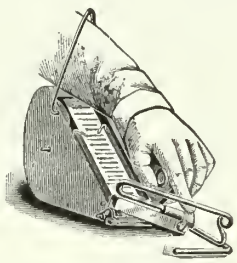
The Rolland Paper Company, Limited

High Grade Paper Makers

MONTREAL, P. Q.

MILLS AT

ST. JEROME, P.Q. and MONT ROLLAND, P.Q.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies

Bonds · Diplomas Checks Charters ·

Goes Corporation Record

also

Lithographed Calendar Pads

GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.

· SAMPLES ON REQUEST ·

The Price of Newsprint

(An Editorial Published in The Montreal Gazette of Sept. 27, 1918)

THE price of newsprint interests more than the maker and the publisher. It may concern the general public in its bearing on the price of newspapers, and for this reason has evoked a wider interest than was manifested when the price of the article was steadily declining. Contracts had been made before the war for the supply of newspaper as low as 1¾ and 2 cents per pound; since April 1st last the price to the publisher has been 2.85 cents per pound, and it has now been fixed retroactively as from July 1st last at 3.45 cents per pound. The increase in the case of contracts made previous to 1915 is 70 per cent. in the cost of paper, and the price established by the Commissioner may, upon subsequent revision, be further advanced. In any event the day of two-cent newsprint is done. The combination of higher wages, increased consumption, and decreasing reserves of pulpwood make that certain.

The public interest in the subject is confined to the bearing of the cost of newsprint upon the finished product, the newspaper. Treating the daily journal as an essential commodity of modern life, it will readily be admitted that cost and selling price are regulated by precisely the same factors as determine the price of bread, clothing, fuel, rent, and scores of other things. Bankruptcy must follow fast in the wake of a policy fixing the selling price below the cost of goods. Neither paper manufacturers nor newspaper publishers are exempt from this maxim, and so with the ascending items of cost there must come an increase in the price of the product if the business is to survive, the occupation to continue. The working of this immutable law has already both in the United States and Canada caused the suspension of many newspapers and an increase in the sale price of a still larger number. Newspapers formerly sold at one cent now cost the buyer two cents, and those that were issued at two cents have been advanced to three cents. With newsprint at 3.t5 cents a pound the way of the publisher becomes more difficult. White paper is not by any means the sole element entering into the cost of a newspaper; wages, telegraphic service, rent, and a score of other items enter into the matter; and all of these have mounted in cost very greatly in the last four or five years, so that when the public are required to pay an additional cent for what still remains, when compared with its value, the eheapest article procurable, the public will not refuse, having knowledge of conditions.

We are prepared to accept the price of newsprint fixed by Commissioner Pringle as fair and reasonable, having regard to the cost of production. He has shown much patience in arriving at a conclusion, investigating thoroughly the cost of manufacture in order to determine a rate carrying no undue profit. What publishers and public may insist upon is that there be no combination of paper-makers in restraint of trade either by excessive rise in price or reduction of output, and there is no reason to believe that either of these evils is practiced. It may also be required that the domestic price of newsprint shall be as low as the export price. Of the total production in Canada, no less than 88 per cent. is exported, chiefly to the United States, and the trade has an almost unlimited market assured by reason of Canada's preponderating supply of pulpwood. The American price can be determined by regulation only in that country, but the Canadian Government or the Paper Commissioner can order that foreign publishers shall not obtain their newsprint helow the price to Canadian puhlishers; any other course will cause instant and persistent protest. Along the whole line of work the laborer is worthy of his hire, from the woodman, who tells the tree, the railways transporting it to mill, the manufacturer who converts it into paper, to the publisher who produces the newspaper, and there is but one limitation properly to be imposed, namely, that the profits arising from the intermediate and ultimate process shall not he unduly excessive.

The contention that the price of newsprint should he kept low, in the interest of the public, is not convincing. It has even been urged that the Government should bonus the industry, or produce a supply of cheap newsprint in a commandeered mill for the benefit of puhlishers, and a deal of rhetorical rot has been written about the supreme importance of keeping the price of newspapers within the means of the masses. The value of the newspaper needs no preachment; it has long been the mental pabulum of all sorts and conditions of men, and has become so essential to all of whatever degree that it can no more be dispensed with than physical food and raiment. And the individual who measures his intelligence, information and patriotism at the price of one cent a day is not destined to shape to any noticeable degree the affairs of a country.

Reprinted as an Advertisement by the Canadian Pulp & Paper Association, 137 McGill Street, Montreal, who will be pleased to supply any information relating to the Pulp and Paper Industry of Canada upon application.

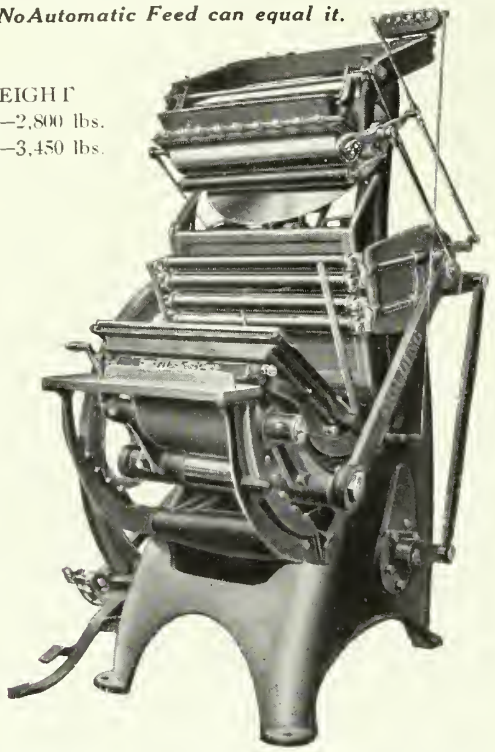
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto: Geo. M. Stewart, Montreal.

Electrotyping and Stereotyping

Quick and Efficient Service

Fire recently forced us into new premises in the Douglas Building, opposite our old premises. **Better equipped than ever.**

Toronto Electrotype & Stereotype Company, Limited
122 Adelaide Street West, Toronto

L. D. 'Phone Adelaide 1638 — R. C. ELDER, Manager.

Exclusively — Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y. ***Write***

THE INLAND PRINTER

The Leading Journal of the World in the Printing and Allied Trades.

Every issue contains practical and helpful articles and specimens that can be used by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines—

A STORY—Interesting and often humorous with a moral.
EDITORIALS—Valuable and lively on timely subjects.
CORRESPONDENCE—Questions answered and troubles in general solved.
COLLECTANEA TYPOGRAPHICA—Short comments on the literary and historical sides of printing.
PROOFROOM—Questions pertaining to proofreading discussed.
BOOK REVIEW—A digest of the latest and best works.
JOB COMPOSITION—In this department problems of job composition are solved and numerous illustrations are shown in colors.
SPECIMENS—Under this head booklets, circulars and other specimens of printing are briefly reviewed and illustrated.
THE PRINTER'S PUBLICITY—A review and constructive criticism of printers' advertising.
COST AND METHOD—Especially valuable to the employer.
PROCESS ENGRAVING—Queries regarding process engraving are answered and suggestions and experiments exploited.
PRESSROOM—The art of presswork discussed in detail.
NEWSPAPER WORK—Detailed description and helpful hints on all phases of this subject are given for the aid of publishers.
MACHINE COMPOSITION—The linotype machine and its product are discussed for the help of the operator and machinist.
TEACHERS' ROUND TABLE—A discussion of the various phases of teaching printing and of the problems confronting the instructor.
TRADE NOTES—Brief mention of men and events associated with the industry published under this heading.
ADVERTISEMENTS—The advertising section is a directory of representative American manufacturers and supply houses.
INSERTS—Four to eight pages in colors each month.

Published monthly. Subscription price, $3.00 per year; $3.50 in Canada; $3.85 foreign.

THE INLAND PRINTER, 632 SHERMAN STREET CHICAGO, ILL., U.S.A.

MANTON BROS. ROLLERS

Better than Ever

Strange as it may seem, **War-time Printers' Rollers,** as made by **Manton Bros.,** are superior in quality to anything produced before the war. There's a reason—restricted conditions arising out of the war forced us into a position where we were required to use our wits to the utmost. Raw material manufacturers, and the men employed in the making of rollers had to surmount difficulties in production, and they **succeeded** with excellent results.

Manton's Winter Rollers

will prove the truth of these statements. Send your orders in now and avoid the possibility of expensive delays caused by freight congestion.

We make a specialty of quick deliveries. Let us know your requirements without delay.

MANTON BROS., - TORONTO, WINNIPEG, MONTREAL

Order from the Nearest Branch

Conserve Paper, And Use Only The Best

"RED SEAL"

COATED BOOK

TRADE COATED R PAPER MARK

"LUXACOTED" PORCELAIN

COATED BOOK

MANUFACTURED BY

RITCHIE & RAMSAY, LIMITED

TORONTO, CANADA

WESTERN AGENTS: JOHN MARTIN PAPER COMPANY, LIMITED, WINNIPEG AND CALGARY

Winter Rollers

MADE *RIGHT.*

FOR GOOD PRINTING, AND LONG LIFE.

SEND YOUR CORES NOW.

PRINTING INKS
PADDING GUMS
EMBOSSING INKS
VARNISHES
COLORS
DRYERS

CANADA PRINTING INK CO., LIMITED

15 DUNCAN STREET, TORONTO

Make that blotter job a big success by using

STANDARD BLOTTING

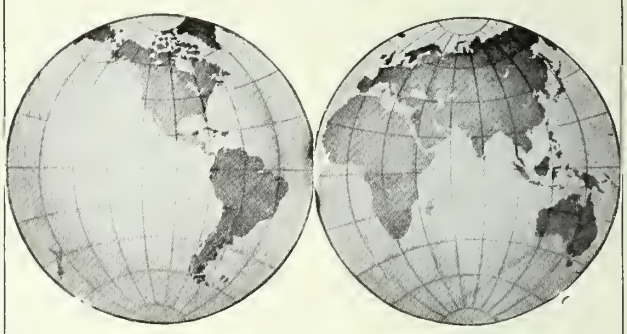
It is the blotting you need—smooth, firm, durable—the right surfaced paper to show off your work to the best advantage.

We also make
Sterling, Curi-Curl, Prismatic, Royal Worcester and Defender (Enameled).

Samples on request from

STANDARD PAPER MFG. CO.
Largest Producers in the World of Fine Blottings
RICHMOND, VA., U.S.A.

WORLD BLOTTING



RETAINS ITS LEAD THROUGH QUALITY

Thirty years of practical experience in the making of better blotting paper is the printers' best guarantee that in using World Blotting he is using a paper of class—a paper that will do credit to the very finest piece of printing.

We'll send you a sample of this and two of our other lines—HOLLYWOOD and RELIANCE.

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

Catalogs Are Doing Their Bit

to make up for man shortage. Firms that never before felt a catalog need are feeling it now It costs men about four cents per mile to travel. A catalog can travel a thousand miles or more for four cents. All of which means—think seriously of comprehensive catalogs now.

And when thinking of catalogs consider

Sultan Covers

The most durable and attractive cover papers made.

Seven Oriental shades in 20x25-60 lbs. and five shades in 20x25-30 lbs. for fly leaves and box covers.

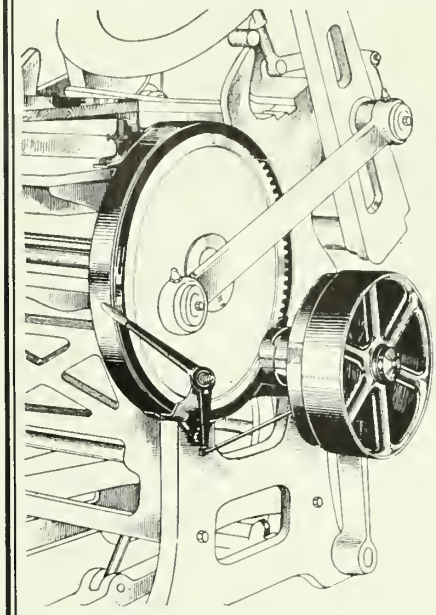
Any of our representatives will supply you with our new Sultan Sample Book.

Niagara Paper Mills

Lockport, N.Y.

Our Capacity Doubled

Increased manufacturing facilities enable us to double the output of the



HORTON VARIABLE PULLEY and GUARD

Your dealer now has an ample supply on hand.

Order one today.

Protect your workmen from injury — increase the capacity of your plant — produce a better grade of work.

Order Your Pulley To-doy

HORTON MANUFACTURING CO.

Minneapolis, Minn., U.S.A.

For Sale by : **Toronto Type Foundry Co., Toronto, Montreal; and American Type Founders Co., Winnipeg**

WARREN'S COATED PAPERS

J. M. Dent & Sons, Limited
Sole Agents in Canada for

John Dickinson & Co.
Limited

Main 585 25 Melinda Street
TORONTO

Wilson-Munroe Co., Limited
TORONTO

No Better Value at the Money

CONSUMERS BOND

MADE UP TO A STANDARD NOT DOWN TO A PRICE

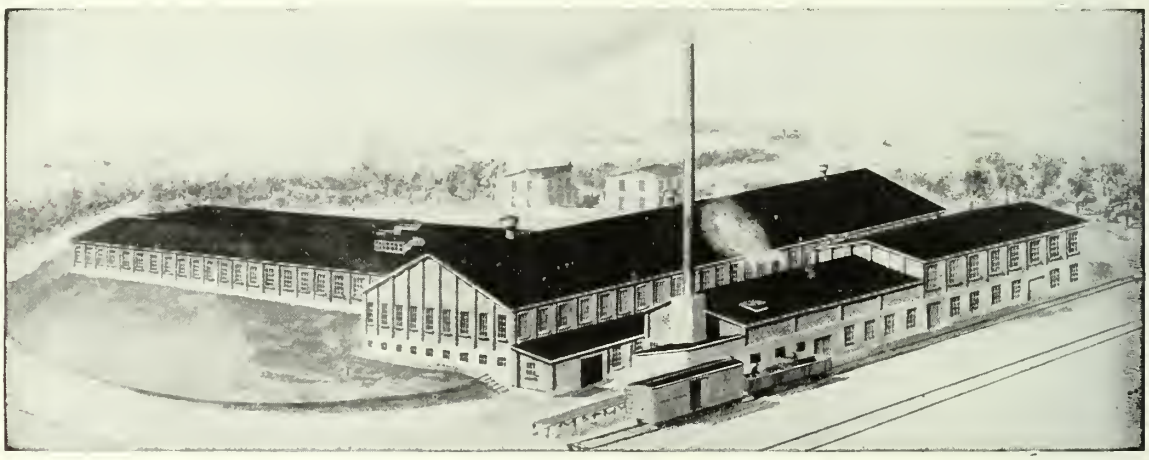
Notwithstanding the number of similar priced grades of BOND paper now on the market—we are selling more CONSUMERS to-day than ever before. **It is essentially the bond for the consumer.**

We carry large stocks in white and ten distinctive tints — all standard sizes and weights.

SAMPLE BOOK ON REQUEST

Are **you** on our mailing list for monthly Stock Card?

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES



Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building — Private Exchange Adelaide 1986

Say you saw it in PRINTER AND PUBLISHER

ROLLERS

Quality Brand

Inks Pulps Dry Colors

Sinclair & Valentine Inks and Rollers are a Happy Combination

SINCLAIR & VALENTINE CO.
OF CANADA, LIMITED
233 RICHMOND ST. W.
TORONTO :-: ONTARIO

UWANTA COVER

COLORS

White, Blue, India, Gray, Brown, Green and Buff.

SIZES AND WEIGHTS

20½x26— 60	26 x41 —160
20½x26— 80	22½x28½— 75
26 x41—120	22½x28½—100

Antique 22c.
Plate, Linen
and Ripple 24c.

is ideal for catalogs, booklets and folders. Strong, clean and attractive. Covers of similar quality will cost you 4c to 5c more per pound. It's a profit-maker.

Drop us a line for our sample book.

UNITED PAPER MILLS LIMITED

TORONTO, CANADA

SAFE PACK WATERPROOF PACKING PAPER

Use it to Guard Against Damage to Shipments by Moisture

Let us know your requirements of the following lines:

Bonds Book Papers Coated
Plain and Coated Blanks
Bristols
Genuine Vegetable Parchment
Greaseproof and Glassine
Non-Curling Gummed Papers
Cover Papers
Plain and High Grade Box Boards.

USE Waterproof Packing Paper and avoid having to make allowances for damages to shipments. We are handling the best line of SAFE PACK on the market. Let us know your requirements and we shall be pleased to send you samples and quotations.

Prompt service.

PAPER SALES LIMITED

BANK OF HAMILTON BUILDING - TORONTO, ONT.

The *TRUTH* from Boston: Monotype *BEST* By Test

Telephone, Haymarket 2000

JOHN A. HASKELL, Pres.
ARTHUR M. WYMAN, Treas.

State Printers

WRIGHT & POTTER PRINTING COMPANY

32 Derne Street

Boston, August 20, 1918.

Lanston Monotype Machine Company
24th and Locust Streets
Philadelphia, Pa.

Gentlemen:

I have your letter of August 19th confirming receipt of our order of the 17th for various equipment.

In regard to insurance, my presumption is that the above mentioned equipment is sold by you f.o.b. your floor, in which case, to be fully protected, we want the insurance. On the other hand, if you sell the equipment f.o.b. our floor you can do as you see fit.

I am pleased to acknowledge receipt of the advertisement pertaining to the recent experience of the Atlantic Printing Company. In general their experience is the same as ours, in that we find Monotype equipment and service particularly adapted to our class of work and we now operate solely Monotypes.

Without any knowledge of the Atlantic Printing Company's experiment, we have come to the conclusion that a non-distribution system is an economical proposition under present day conditions, and I think that the recent order given you for six Monotype machines and the non-distribution system is substantial proof of our recognition of Monotype service.

Very truly yours,

Wright and Potter Printing Company

Arthur M. Wyman, Treas.

AMW/C

LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building
CHICAGO: Plymouth Building
TORONTO: Lumsden Building
Monotype Company of California, SAN FRANCISCO

201

SACRIFICE

Must be made by everyone to win the war

It is a source of satisfaction to Americans who love their country that sacrifices on the part of the people have been made cheerfully, willingly and without bitterness. Business men have shown themselves willing to sacrifice their profits for the benefit of the country. The men in the trenches have sacrificed lucrative employment, have offered their lives that Liberty might live. Those who remain behind can not do less than make their every minute count, for it is necessary that the industrial army be as well organized as the one over there.

The employing printers of the country can help get maximum results by studying their plant conditions, by rearranging so that they save footsteps and unnecessary labor. Much of this work can be done without the installation of new equipment, at least for the present, with the result that the shortage of labor will be partly offset by increased efficiency, whereby the Government, the workmen and the employer will all receive a benefit. Not only will this mean present relief, but it will be vitally important in the reconstruction days to have every plant organized and ready.

Hamilton Equipments carried in stock and sold by all prominent typefounders and dealers everywhere

The Hamilton Manufacturing Co.

Main Office and Factories:
TWO RIVERS, WIS.

Eastern Office and Warehouse:
RAHWAY, N.J.

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited Toronto, 70 York Street; Montreal, Beaver Hall Hill. Ern J. Goodland, Box 177, St. Johns, representative for Newfoundland. Stephenson, Blake & Co., Toronto. American Type Founders Co., 175 McDermot Ave., Winnipeg. George M. Stewart, Montreal. Miller & Richard Toronto, 7 Jordan St.; Winnipeg, 123 Princess St. Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.; Anglo-Canadian Type and Printing Machinery Co., Ltd., corner Spadina and Adelaide, Toronto; 602 Connaught Ave., Montreal.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Book-Keeping in the Weekly Newspaper Office

By LOUIS J. BALL, Manager, Vernon, B.C. News

AT the meeting of the British Columbia and Yukon section of the Canadian Press Association, held recently in Vancouver, a paper was read by Louis J. Ball, of the Vernon *News*, dealing with the matter of "Bookkeeping in the Weekly Paper." The Vernon *News* has a system that it adheres to, and the paper itself is a model of neatness and good taste. PRINTER AND PUBLISHER believes that the widest possible publicity should be given to the matter, and is pleased to be able to reproduce the paper read by Mr. Ball, and through his permission a number of the forms used in that office. Some of the illustrations referred to in the article are not given here, as they are well known to the average publisher. The Press Association of British Columbia and the Yukon are having Mr. Ball's paper included in the official minutes of the gathering.

LOUIS J. BALL
Manager Vernon, B.C., News.

It reads:

To condense a complete system of bookkeeping and office records into one paper of reasonable length presents somewhat of a problem, but I shall endeavor to cover the subject as briefly and concisely as is compatible with a proper handling of such an important department of any business.

I know from experience and observation that a great many concerns look upon the business office as an expense which they should like to get on without, and feel that the less bookkeeping they do the better they are conducting their business.

I am prepared to grant that the keeping of books and record can be very much overdone, and it then becomes a real burden and an actual expense.

In order to handle a system for a weekly paper so that all may easily understand it, I shall divide the subject into three parts, dealing with the three main sources of revenue—circulation, advertising and job work.

Taking circulation first, I think any publisher will agree with me that for the amount of labor involved this department is the least profitable of any. But as it is an essential feature of a newspaper it must necessarily be handled efficiently, yet with the least possible amount of labor. I have found a card system the most suitable for several reasons. The cards contain, if properly kept, a complete record of every transaction in connection with each subscriber, and have this advantage that when a subscription is discontinued the card may be transferred, and the cabinet or case thus contains none but live records. The card is designed to take the name and address of the subscriber, the month and year to which a subscription is paid, the amount which has at any time been paid, together with the cash book folio where such payment is recorded. Having all this information in the one place very frequently enables a publisher to adjust a dispute which would otherwise be difficult to straighten out. It is also possible to at any time turn to the date and amount of any payment, whereas if no such card were kept it would be impossible to know where to look in a cash book for any particular entry.

Four Entries Are Necessary

When a subscription is being paid four entries must be made if the records are to be kept correctly. In our office the first is to find the name on the mailing lists, and change the date; next make out a receipt; then enter the amount in the cash book, and last, post the entry on the subscription card. It is not safe to neglect any one of these entries if the subscription records are to be kept in good shape. I strongly advocate a printed subscription list no matter how small the circulation. It is much easier to handle the weekly mailing and facilitates making changes and corrections from time to time. We have also adopted the plan of grouping our lists according to locations or directions so that the north bundles are, as

far as possible, on one sheet; the south on another, singles on another, etc. We have at present five forms of lists, and to simplify still more the work in the business office we have each form on a different colored stock, adhering at all times to the same colors when corrections are made and new sheets printed. Thus, in the business ofice when a subscriber's name is on the city list we know at once that it is the white sheet; if on any of the south points it is the blue sheet, and so on. Every minute thus saved is just that much time left for some other perhaps more important duty. These sheets are folded twice and are kept in a cover. This cover has provision for holding

Brown, J. R. | 24 Logan Ave- Winnipeg, Man

Jan | Paid To 18/19

For Year	Amount	Folio	For Year	Amount	Folio
1917	2.00	426			
1918	2.00	516			
				@	

a sheet of paper on the inner side of each cover for the recording of new subscribers. On the left we put the new city subscribers, and on the right the general or outside subscribers. When the lists are corrected (which is done every few weeks) new sheets are inserted and the old ones filed away with the corrected mailing lists.

In the card record case we have the cards placed in "month" divisions, so that all subscriptions maturing in January are in one division, February in the next, and so on. In each division the cards are alphabetically arranged, so that it is a very simple matter to at any time locate a card

Following The Job Through

The job department records start in the business office, where the first operation is the making out of an instruction envelope, such as is pretty generally used in most offices, together with a job record sheet, which latter is put on a file in the office. I believe there are still some offices where the job record sheet is not used, and where the time is supposed to be recorded right on the job envelope. I consider this a mistake, and I speak from experience, having tried both. I found that workmen would forget to post their time now and then, and that in some cases where there was an interruption in the work only a portion of the time was posted. I therefore found that it was advisable to have time sheets for the workmen which necessitate their accounting for every hour and every minute of the day in some way or other. In this way I feel reasonably sure that each job gets its full share of time charged against it. The daily time sheets are sent to the business office every morning for the previous day's work, and the time is at once posted against each job for every department through which it goes. When the job envelope completes its round, and a job is finished, it is deposited in a specified place in the work-room and the pricing of such job may then be completed at any time. The job envelope should contain on the outside a record of the stock and other material used and the price of such stock. Inside the envelope there should be the original copy, the proofs, and a complete copy of the job.

I may also say, in passing, that the newspaper is treated and carried through as a job, and each week a job envelope and a job record sheet are made out. This supplies a great deal of valuable information as to the cost of production of the paper, and the variations of one week from another.

The wages are computed from the daily time sheets and it is therefore pretty certain that workmen will record their full time for each day.

Newspaper and Job Work

In our wages book we divide the time between job work and newspaper, according to the time spent on each, so that at the end of a year, or at any time, it is possible to know what proportion of the wages is chargeable against job work and what proportion against the newspaper. Necessarily the miscellaneous time must be divided on a proportionate basis, depending largely on the nature of such work. The advantage of this system will be apparent when the time arrives for a balance sheet to be drawn up.

The procuring of advertising, the holding of it, and the handling of it, takes probably the greatest amount of

FORM 3 B

BINDERY DAILY TIME TICKET

EMPLOYE_____ DATE_____191____

"Kind of Work" column must be filled in, using list numbers. Take separate sheet for overtime and have ticket stamped "overtime" by foreman.

JOB NUMBER	FOR WHOM	Kind of Work	Quantity	Time Commenced	Time Left Off	FOR OFFICE USE ONLY	
						Chargeable Hours	Non-Chargeable Hours

FORM 3 P

PRESS ROOM DAILY TIME TICKET

EMPLOYE_____ DATE_____191____

"Kind of Work" column must be filled in, using list numbers. Take separate sheet for overtime and have ticket stamped "overtime" by foreman.

JOB NUMBER	FOR WHOM	Press No.	Impressions	Amt. Ink Used lbs.	Kind of Work	Time Commenced	Time Left Off	FOR OFFICE USE ONLY	
								Chargeable Hours	Non-Chargeable Hours

FORM 3 C

COMPOSITOR'S DAILY TIME TICKET

EMPLOYE_____ DATE_____191____

"Kind of Work" column must be filled in, using list numbers. Take separate sheet for overtime and have ticket stamped "overtime" by foreman.

JOB NUMBER	FOR WHOM	Kind of Work	If Machine give amount set	Remarks	Time Commenced	Time Left Off	FOR OFFICE USE ONLY	
							Chargeable Hours	Non-Chargeable Hours

effort of any department of a publishing business, as a man handling this work on a weekly paper must at times be solicitor, copy writer, drummer-up and the goat for everything which goes wrong. In the smaller offices it is impossible to have a staff devoting all its time to this work. The handling of advertising is a subject by itself, so I will not dwell on it at the present time.

5503

Job Order No. ..... Date .....

Name .....

Address .....

Proof to .....

Wanted .....

Quantity .....

Description .....

Stock .....

Ink ..... Type .....

Dup. Sheets .....

Perforate .....

Pad .....

Bind .....

Stock used ..... Price .....

..... Price .....

Ink ..... Other material .....

A Simple Method To Use

On transient advertising copy we use a rubber stamp which provides for uniform instructions for all advertising. There is provision for specifying first the class of advertising, whether at the word rate or space rate; on another line the number of the issue of the paper, with the number of insertions which the advertisement is to have, and on the last line the date and initials of the person taking in the advertisement. Figures indicating the number of the paper, and the number of insertions are placed at the bottom of transient advertising, these acting as a guide in posting up the unpaid advertising. Where an advertisement is paid for as it is handed in the letter "P" is added to the figures.

As soon as an issue of the paper is off the press the advertising is at once posted up. I have found this to be not merely advisable, but absolutely essential if records are to be of value at all. It keeps a publisher at all times in touch with every advertiser. In the case of contracts it enables him to tell what proportion of the space contracted for has been used up, and he can at any time let an advertiser know exactly how he stands with regard to his advertising account. And in the case of transient advertising, where prompt collections are essential, the necessity of prompt billing will be obvious.

How To Check The Accounts

We have two systems of records for advertising—a loose leaf book for contract or commercial advertising, and a card system for transient advertising. Our contract sheets provide at the head for the name and address of the advertiser; the name and address of the agency handling the account, if through an agency; the amount of space contracted for; the rate per inch, and the agency commission, if any. They have columns for the date of the paper, the amount of space used, the charge for same,

NAME					NATURE OF ADVT	
Wellis, H		City			Cow For Sale	
DATE	NO.	SIZE	RATE		AMOUNT	REMARKS
Jan	3	32	1 inch 3 mos	75, 50, 30	1 55	Paid 4.d. 511.
NAME					NATURE OF ADVT	
Workman, Y.		Lumby			Situation Wanted	
DATE	NO.	SIZE	RATE		AMOUNT	REMARKS
Jan	3	32	20 ads. 3 mos	3, 2, 1.	1 20	
NAME					NATURE OF ADVT	
			K9			
DATE	NO.	SIZE	RATE		AMOUNT	REMARKS

and the balance of space left, the amount used each week to be deducted from the previous balance. Thus as a contract is nearing completion a publisher can see this from these records, and may take steps to secure a renewal so that there may be no break in the advertising while a new order is being secured. It also provides valuable records for future reference. We do not try to have our advertisers adhere strictly to any particular amount of space per week throughout the year, preferring rather to have them change the size from time to time as circumstances warrant or as seasons dictate. Several of our advertisers send in their copy week after week, leaving

Box No. 26 Paper No. 18-3p.

Name Frank Smith

K.2 Address City

Remarks Will call for replies

to the foreman of the office the amount of space which it should properly occupy, with, of course, a general understanding as to the style or nature of such advertisement. The loose leaf records are, of course, alphabetically arranged, which facilitates posting and reference. At the end of each month it is then only necessary to total up

Copy of Paper to be sent

TILL End of September

as follows:

D. Y. Zurk,
22 Lock St.
Ludlow, Sask.

the number of inches, add up the weekly charges, and make one entry on the monthly account.

How Card Entries Help

The transient advertising is put on card records mainly to avoid the necessity of opening ledger accounts for the many small items which must be kept track of but which

do not warrant ledger entries. These cards contain provision for the name and address of the advertiser, the nature of the advertisement, particulars as to the date, number of issues, and the charge for same, as also a space where payment is recorded when the item is paid for. Where an advertisement is marked to run "tf" the card is filled in all but the charge, which is added when an advertisement is cancelled. We have made it a practice when an advertisement runs along in this way for a month or more to bill the advertiser to some particular date, advising him at the same time that the advertisement is still running. We have found this to be a very good plan, as cancellation is sometimes overlooked by an advertiser and he appreciates the interest shown in him and the evidence that the publisher does not wish to take advantage of his oversight.

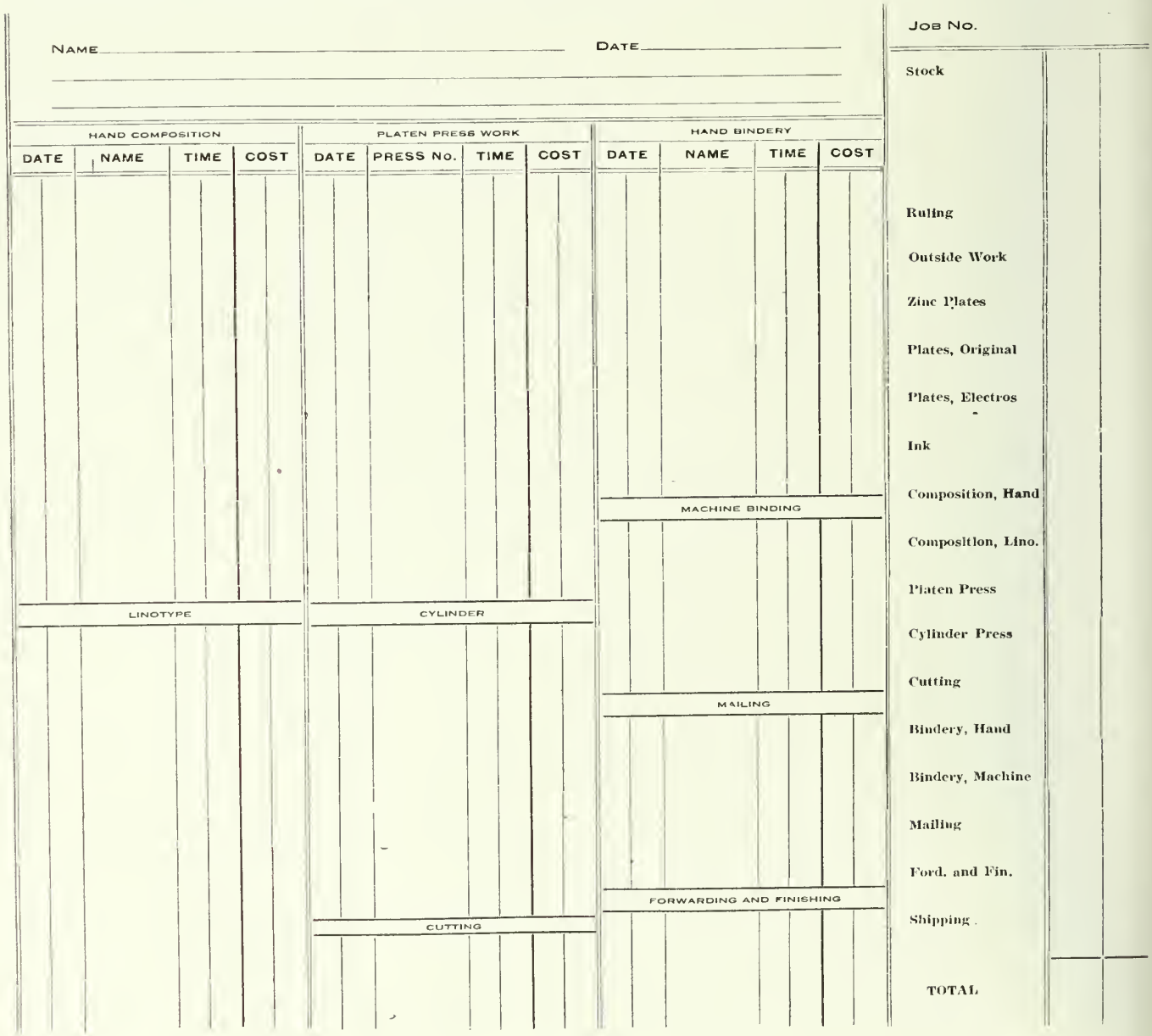
Collect Small Accounts At Once

Bills for these transient advertisements are sent out immediately after the issue in which they first appear, or on cancellation, as we have found that payment is much more likely to be promptly made then than if allowed to stand for some time. The accounts on these cards are not considered assets at any time until they are paid, and they are then treated as cash transactions. Any small amounts not paid within a reasonable time may then be merely scored out, without the necessity of writing them off as bad debts on the ledger. As soon as all the items on these cards are either paid or posted up the card is transferred, leaving, as in the case of the subscription cards, only live cards in the case. Where a box number is used a card is made out containing the number corresponding with that in the advertisement, particulars as to number of insertions, name and address of the advertiser, and instructions as to replies. This card is placed in the corresponding number of a small cabinet, into which replies are placed as they come in, these to be either called for or forwarded as the instructions indicate.

In the case of transient advertisements I consider it a good plan, for more reasons than one, to send copies of the papers containing their advertisements to advertisers. A copy of the paper proves insertion, acts as a reminder if it has not been paid for, and incidentally introduces the paper to such people. For this purpose we have a small book with the sheets perforated, and these sheets carry instructions as to how many issues are to be sent to the name given. These are attended to with the regular mail and as the instructions are completed the sheets are torn out. In this way all such instructions are kept in the one place in a uniform manner.

Uses the Duplicate System

Our monthly accounts are made out on the generally accepted duplicate system, by which method it is necessary to make an entry once only; and at any time during the month, if postings have been kept up to date, an ac-



count may be rendered. At the end of the month all that remains to be done is to total up the items and send out the accounts. The duplicate sheets are then placed in a binder and numbered from 1 up. Postings into the ledger are made direct from these sheets and only the total amounts of the accounts are posted in the ledger. The saving of time and labor may readily be seen.

To handle the cash, bank and other entries we use two books, one devoted entirely to transient advertising and subscriptions, and the other, called a "Synoptic" for all other entries. The subscription and transient advertising book is used in order to prevent the rapid filling up of the main book, and from time to time the total returns from these two sources are posted to the Synoptic. The Synoptic is a combination of journal, cash book and segregation book, and I consider it the ideal book for reducing bookkeeping labor and for a proper subdivision of all revenue and expenditure. It greatly reduces the number of entries which would ordinarily be necessary as representative accounts such as expense, freight and express, stamps and postage, are posted in one entry each at the end of the month, being carried forward from page to page till the end of the month.

Uses the Double Entry System

This, of course, means that double entry bookkeeping must be carried through the whole system, and no other system will give the results which every office should strive to secure. Each entry, as it is made, must be a debit and a credit, and must affect two accounts. As this is inevitable it should be a comparatively simple matter to master this sufficiently to enable one to carry it through. For a printing and publishing office a synoptic should have headings as follows: Date, name, folio, ledger dr. and cr.; subscription, cr. only; cash, dr. and cr.; expense, dr. only; freight and express, dr. only; stamps and postage, dr. only; bank, dr. and cr.; bills payable, dr. and cr.; interest and discount, dr. and cr.; job work, dr. and cr.; and newspaper, dr. and cr.

This series of heads will take care of probably 90 per cent. of the transactions and will do it with the minimum amount of work. All totals from page to page are carried forward till the end of the month, as previously mentioned, when the totals not otherwise cared for are posted to the several accounts in the ledger. As the amounts of the regular monthly accounts are posted direct to the customers' accounts from the duplicate sheets it is necessary to have corresponding credit amounts, and these are secured by using a summary sheet on which the totals for the month are listed, and the aggregate of these totals constitutes the credit amounts to be posted respectively to the job work and newspaper earnings accounts.

Keeping the Stock Room

In connection with our stock room we use what is called a perpetual inventory, by the proper use of which we are at any or all times in a position to see what quantity of any kind of stock we have on hand and the price of it. The regular posting of this book should be the duty of one person only, and it should be regularly and carefully done. When stock is taken from the stock room a note of this should be made on a pad or in a small memo book, and adjustments then made from such notes every day if convenient, or at any rate every few days. Records of this kind serve several important purposes. When a customer selects a certain kind of stock for a job which he has in mind it would ordinarily be necessary to go to the stock room to ascertain whether or not there is sufficient of such stock to complete order. Instead of this all that is necessary is to refer to the inventory book. When a paper traveller calls it is not necessary to waste his time and ours and incidentally have him size up all the stock we carry and where it comes from by wading through the stock room to find out what quantity of such lines as he carries we have on hand. The inventory book answers all this. In case of fire a book of this kind would provide splendid evidence to prove a loss, for while this book is at all times up to date, a stock list, made out in December, would be pretty heavily discounted by the following July in case of damage by fire or water. We have been informed that only a very few firms use this system, but I feel that instead of this being the case there should not be a single exception. I also know that in some offices paper stock, as it arrives, is merely dumped on the shelves, and then used from as inclination may dictate. with, at times, very little regard as to quality or price, or suitability for the work for which it is to be used. All stock should be marked with the cost, freight added, and if plain figures are objected to it is an easy matter to get a code of some kind which would overcome this.

Easy To Get Balance Sheet

The only thing which now remains, after having properly kept a set of records of this kind, is the compiling of the information which they will provide into a balance

VERNON NEWS PRINTING & PUBLISHING CO., LTD.

SUMMARY SHEET FOR MONTH OF _____ 19__

SHEET NO.	CK.	JOBWORK	CK.	NEWS	SHEET NO.	CK.	JOBWORK	CK.	NEWS	SHEET NO.	CK.	JOBWORK	CK.	NEWS

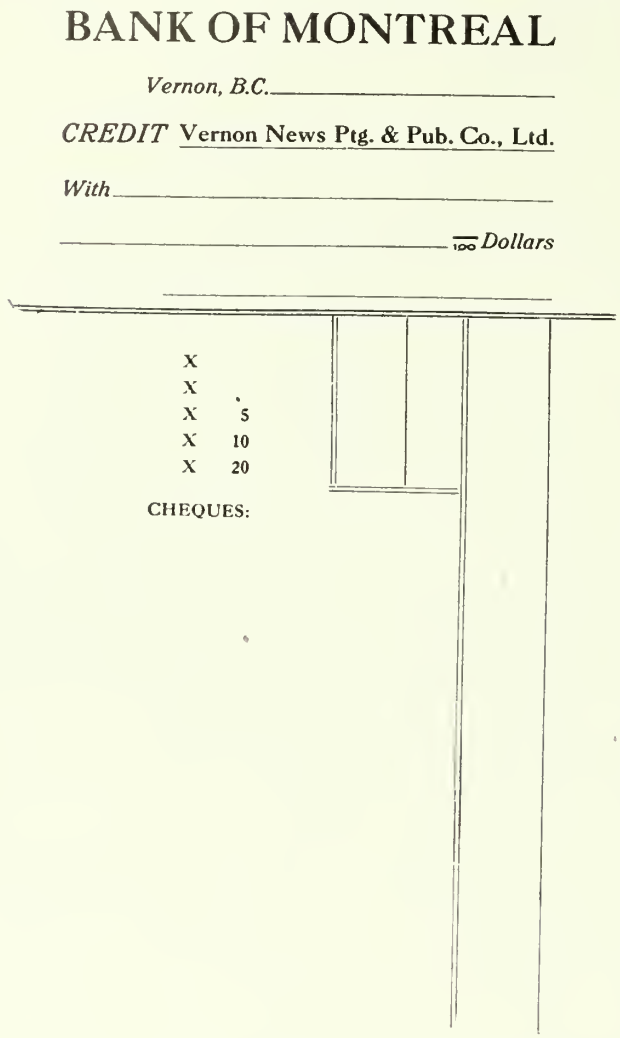
PERPETUAL INVENTORY

STOCK Old Hampshire, White

SIZE AND WEIGHT 17×22–20 MARKED stx.

USED		ON HAND		USED		ON HAND		USED		ON HAND		USED		ON HAND		USED		ON HAND	
R	SHEETS	R	SHEETS	R	SHEETS	R	SHEETS	R	SHEETS	R	SHEETS	R	SHEETS	R	SHEETS	R	SHEETS	R	SHEETS
		5	—																
1	250	3	250																
–	125	3	125																
1	–	2	125																

sheet, but I fear that to go into this thoroughly would extend this paper to an extent which would tax the patience of those present. Any accountant could, in a couple of days, close up a set of books such as this and draw up a balance sheet. Such balance sheet might be a revelation to many a publisher who at present is running along serenely in the hope, but not the assurance, that he is making a proper profit on his business. The keeping of a good set of books and records will not in itself insure a profit, but it will point out where a weak



spot occurs, and which department needs adjusting or stimulating. A set of books properly kept in the double entry system should, after all entries have been made at the end of each month, balance to a cent, and unless they do an error has been made, which error should be found and corrected before another month's entries are posted.

I shall close this paper in the hope that some few crumbs of knowledge may be gathered from these straggling references, and if any of those present should wish to have samples of any of the various forms referred to I shall be pleased to supply them, and shall also be glad to further explain the method of using any or all of them at any time while I am here.

Many Printers in the War

The International Typographical Union has issued a report from its offices in Indianapolis showing that 4,308 members and 684 apprentices are in war service with the United States and Canadian expeditionary forces. A considerable additional number have been enrolled since the publication of the report.

Twenty-seven of the soldiers have been killed or died otherwise in service. The Union has paid $23,150 to relatives of these men; $90,000 has been invested by the executive council in Liberty Loans; the subordinate unions and individual members of the union subscribed $4,000,000. A total of $354,020 was paid to 1,501 old age pensioners last year, and $312,626 in mortuary benefits, $167,626 was expended for the maintenance of the Union Printers' Home and only $1,237 in expenditure for strikes authorized by the union.

Officers of the B.C. & Yukon Division

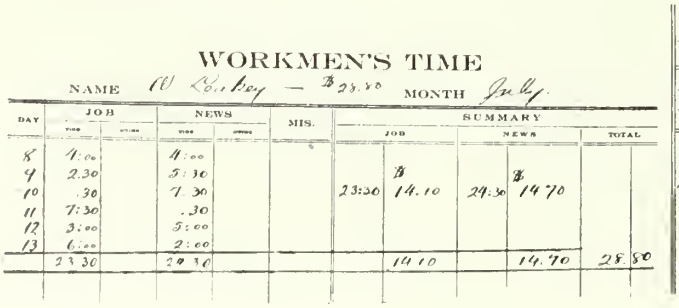
New officers of the British Columbia and Yukon division of the C.P.A. were elected at the closing session of the convention. The officers for the year are: past president, Robb Sutherland; president, F. E. Simpson, Kamloops *Standard-Sentinel;* first vice-president, John Nelson, Vancouver *World;* second vice-president, Hugh Savage, Cowichan *Leader;* secretary-treasurer, R. J. McDougall, Penticton *Herald;* executive, L. J. Ball, Vernon *News;* J. Tait, Victoria *Colonist;* W. J. Rimes, Vanderhoof *Herald;* labor committee: F. J. Burd, Vancouver *Province,* W. B. Wilcox, Trail *News;* R. R. Hindmarsh, Nanaimo *Herald.* H. M. Walker, Okanagan *Commoner;* J. C. Quinn, Prince George *Citizen;* legislative committee: John Nelson, Vancouver *World;* Griffith Hughes, Victoria *Times;* Hugh Savage, Cowichan *Leader.*

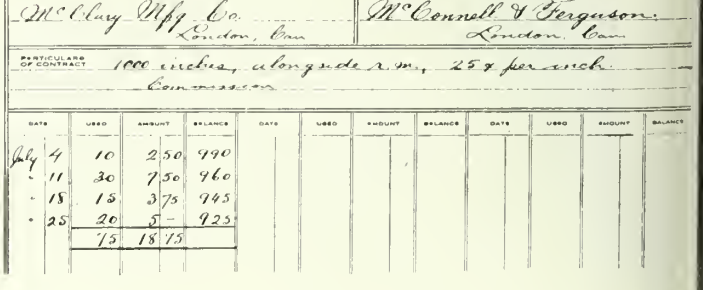
The convention received an invitation from the city of Kamloops to hold its 1919 convention in the interior city. The question of date and place of meeting was left with the executive committee.

A most important resolution adopted was to the effect that in future all "free publicity," whether for patriotic, religious, charitable or other purposes would be treated strictly as advertising. Another resolution discouraged the use by country newspapers of "ready print." A third called for the appointment of a committee of three to draft cost system charges for smaller papers. An increase in the subscription price of weeklies was favored. A motion expressed the feeling of loyalty felt by the delegates. Other resolutions expressed thanks to the Hotel Vancouver and the transportation companies. Appreciation was expressed of the new policy adopted by the federal and several provincial governments of replacing "free publicity" by regular advertising copy.

Cut Out the Extra Editions

R. A. Pringle, K.C., Paper Controller, has issued an invitation to the publishers of Canada to attend a meeting at Ottawa, on Wednesday, October 16, to consider the matter of conservation of paper during the war. The Controller suggests the advisability of limiting morning newspapers to one edition and evening newspapers to two editions; also the elimination of comic supplements and the use of newsprint for posters, dodgers, etc. The advisability of forbidding the starting of new newspapers will also be considered, as well as a proposal to standardize the volume of reading matter to be allowed each newspaper.




ADVERTISER
McClary Mfg. Co. London, Ont.
AGENCY
McConnell & Ferguson London, Can.
PARTICULARS OF CONTRACT 1000 inches, alongside reading, 25¢ per inch
Commission
DATE USED AMOUNT BALANCE
July 4 10 2 50 990
" 11 30 7 50 960
" 18 15 3 75 945
" 25 20 5 - 925
75 18 75

Printing a 90-page Voters' List for $80 in 1918

How Would You Figure on this Job?

A CORRESPONDENT of PRINTER AND PUBLISHER in Waterloo has forwarded to this paper a copy of the voters' list of that municipality that has been turned out in a Kitchener office. The correspondent does not state what office handled the work, and there is nothing in the way of an imprint to give the job.

It's too bad this has not been done because we would like to go and see the people who are running the office some day and ask them point blank how they make a living.

Here's the notice that was sent to the offices calling for tenders on the work:

Tenders will be received by the undersigned, up to eleven o'clock a.m., on Thursday, 19th September, 1918, for printing two hundred and fifty copies of the Voters' List of the Town of Waterloo for the year 1919. The number of names in the list to be printed will not be substantially different from that in the list of 1918, copy of which is submitted herewith. Quality of paper and work to be at least equal to that of the list of 1918, the work to be completed and delivered by 19th October, 1918.

James C. Haight,
Clerk.

From what we can learn about the matter the offices in Waterloo have worked together in years past to try and keep the prices to a decent plane. As a matter of fact the prices at the Waterloo offices have been away off. One office tendered for the voters' list for $103. The list as forwarded to this office contains 86 pages and cover. It should be reckoned, considering the nature of the cover stock and the fact that only one cover page is printed, as a ninety page job. The Waterloo offices have nothing to be proud of in having turned out the work at $103. Either they are staying in business for the pure joy of seeing the wheels go around, or else they must have some side lines that make the real money for them. For certain it is that they cannot live and pay wages and print a ninety page voters' list for $103.

BUT HERE'S THE LIMIT

This year tenders were asked, as per the notice published above, and only one Waterloo office tendered. The Kitchener office came along with a tender and carried away the bacon for $80. Now some person ought to go up to that town of Kitchener or Waterloo and talk to the people there. It might not be a bad idea to call the residents together on the village green and tell them what patriots the people are who are doing their printing for them. This form of local heroism should not be allowed to go unrewarded. There are plenty of people around at present who are dead anxious to put their hand down in the pockets of the people, but there's mighty few of them going around and asking the people at large to slip their fingers into the wad in their own jeans.

PRINTER AND PUBLISHER may be wrong, and if so would be only too pleased to have any reliable firm correct us on the price. For printing 250 copies of a ninety page list, where the average would be over 25 names to the page, we would quote as a decent price not one cent less than $180. That is at the rate of $2 per page, and it is not a Toronto price either. It is based on what we would consider a fair price that any average office in Ontario could meet. There would be a fair margin of profit for the printer. There would be a chance for him to pay his printers decent wages. It would not be a hold-up price, and if necessary we can go into detail and show how this $2 per page can be arrived at.

PRINTER AND PUBLISHER would like to hear from some of the printers and publishers throughout the Dominion regarding this work. We have taken a specimen page from the book to show the style of work. There are 250 copies required and a fair quality of book paper is used. What do you say to our price of $2 per page? Are we high or low?

Well Is There Need For It?

Toronto *News*.—If the newspapers of Canada were inclined to be hypercritical they might criticize the Government for starting a new weekly publication at the very moment that it is reducing the amount of white paper available for the daily press.

The Day of the Smaller Paper

Manitoba *Free Press*.—The United States daily newspapers, which have never been so voluminous as during the past two years, are now coming to hand in a reduced form; this is especially true of the bulky Sunday editions. This is the result of orders from the War Industries Board of the United States. While we are not likely to see on this continent the skimpy apologies for the old-time newspapers now being issued in London and Paris, a considerable further reduction in the size of Canadian and United States newspapers is likely in view of the world-wide shortage of news print.

Toronto *Telegram*:—Farmers will start a daily paper. It will stop itself.

East Ward — Polling Sub-Division No. 4, Part 1—Continued. — 83

No. on Roll	NAME	OCCUPATION	LOT	STREET	OWNER, TENANT, ETC.	ERORS
1046	Ginter, John	Carpenter	50	E. King	O F A & Owner	
1281	Oatschene, John	Laborer	pt. 6	W. Willow	O F A & Owner	J
1055	Gibbons, James	Nightwatchman	55	E. King	O F A & Tenant	
828	Oatschene, Alfred	Carpenter	pt.57	W. Herbert	O F A & Owner	J
825	Gerster, Norman	Laborer	pt. 382, 383	W. Herbert	O F A & Owner	J
1079	Gerald, Walter H.	Excise Officer	pt. 352	W. Mary	O F A & Tenant	
1103	Olebe, Adam	Laborer	pts. 331, 332	W. Mary	O F A & Owner	J
836	Oerber, Fred	Packer	pt. 56	N. John	O F A & Tenant	J
846	Oatschene, Jacob	Blacksmith	pts. 6, 7	N. John	O F A & Tenant	J
1280	Hohmeier, Edward	Laborer	pt. 3	W. Willow	O F A & Owner	J
1237	Heer, Oscar	Laborer	377	S. Union	O F A & Owner	J
1064	Hartleib, Peter	Engineer	356	E. Mary	O F A & Owner	J
1065	Hagey, Jacob B.	Agent	357	E. Mary	O F A & Owner	
1236	Heer, Henry	Laborer	377	S. Union	O F A & Owner	
490	Hallman, Menno S.	Actuary	58	S. Allen	O F A & Owner	J
830	Haigbt, Minnie M. K.	W.	pts. 360, 361	N. John	O F A & Owner	
842	Ifergott, Nicholas	Laborer	pt. 388	N. John	O F A & Tenant	J
1232	Henrich, Otilla	W.	pt. 374	S. Union	O F A & Owner	
1231	Henrich, Eldon	Laborer	pt. 373	S. Union	O F A & Tenant	J
1224	Haberer, E.	Bank Manager	369	S. Union	O F A & Tenant	J
1081	Hoffman, Conrad	Painter	pts. 351, 352	W. Mary	O F A & Owner	
1238	Heer, George H	Laborer	pt. 378	S. Union	O F A & Owner	J
788	Hoffman, William A.	Woodturner	pt. 51	E. Herbert	O F A & Owner	J
1084	Hueglin, Frederick		pt. 43, 44	E. King	O F A & Owner	J
852	Hahn, George	Baker	20	N. John	O F A & Owner	J
1211	Haus, Joseph	Laborer	pt. 14, 15	N. Union	O F A & Owner	J
1208	Haus, Edward	Insurance	pt. 13, 14	N. Union	O F A & Tenant	J
1073	Hemmerly, John		pt. 365	E. Mary	O F A & Owner	J

26 — Polling Sub-Division No. 2, Part 1—Continued. — North Ward

No. on Roll	NAME	OCCUPATION	LOT	STREET	OWNER, TENANT, ETC.	ERORS
507	Schwartz, William	Laborer	pt. 11	S. Allen	O F A & Tenant	J
478	Schondelmayer, Christian		pts. 14, 15	N. Allen	O F A & Owner	J
1249	Snider, John B.	Gentleman	pt. 14	N. Willow	O F A & Owner	
692	Stroh, Jacob O.	Tanner	pt. 14	N. Erb	O F A & Owner	
504	Schiedel, Philip	Carver	2	S. Allen	O F A & Owner	J
694	Scheuerman, Levi	Gentleman	pt. 2	N. Erb	O F A & Owner	
1251	Seagram, Joseph E.	Distiller	pt. 14	N. Willow	O F A & Owner	
537	Stroh, Nathaniel		pt. 14	S. Bridgeport Rd.	O F A & Owner	
558	Sobish, Martin	Teamster	pt. 14	S. Bridgeport Rd. and other premises	O F A & Owner	
565	Sobish, Frank	Tanner	pt. 5	S. Bridgeport Rd.	O F A & Owner	J
564	Sobisch, Joseph	Shoemaker	pt. 5	S. Bridgeport Rd.	O F A & Owner	J
515	Shuert, Nelson	Laborer	2	W. Bellevue Ave.	O F A & Owner	
516	Snider, Mary B.	W.	1	W. Bellevue Ave.	O F A & Owner	
759	Snyder, Matilda	W.	27	S. George	O F A & Owner	
760	Snyder, Minnie	S.	27	S. George	O F A & Owner	
780	Schickoff, Bertha	M. W.	pt. 8	E. Herbert	O F A & Owner	
933	Stewart, Chester	Laborer	pt. 412	E. King	O F A & Tenant	J
972	Snider, Dalbin	Mechanic	pt. 392	E. King	O F A & Tenant	J
1165	Sehl, Alex	Garage	pt. 14	E. Queen	O F A & Tenant	J
472	Shelly, Sidney	Miller	38	N. Allen	O F A & Owner	
510	Schaus, Herbert	Clerk	7	E. Bellevue Ave.	O F A & Owner	J
734	Sehl, Philip	Blacksmith	pts. 13, 14	N. George	O F A & Owner	J
748	Schnitzler, Jacob	Bartender	pts 9, 10	N. George	O F A & Owner	J
752	Snider, Cranson	Manager	pt. 32, 33	S. George	O F A & Owner	J
758	Snyder, Alfred H.	Manufacturer	28	S. George	O F A & Owner	J
1250	Snyder, Clayton	Manufacturer	pt. 14	N. Willow	O F A & Owner	J
769	Snyder Herbert	Manufacturer	pts. 11, 12, 13	S. George and other premises	O F A & Owner	J
954	Sturm, Moritz	Barber		E. King	O F A & Owner	J
1256	Schneider, Ferdinand	Laborer	18	N. Willow	O F A & Owner	J
861	Sobisch, Simon	Laborer	pts. 1, 2	N. John	O F A & Owner	J
978	Shinn J. K.	Undertaker	pt. 12	E. King	O F A & Tenant	J

Development of the Toronto Type Foundry

Recently Added Another Large Addition

THE Toronto Type Foundry Co., Limited, corner York and Wellington Streets, have just opened the addition to their new warerooms which now extend from the old premises clear to Wellington Street on York. The addition gives an added floor space of 25,000 feet, five storeys high, making a total floor space in the Toronto Type Foundry's warehouse of about 50,000 feet probably the largest exclusive warehouse in America devoted exclusively to the sale and display of printers, bookbinders, paper boxmakers, photo engravers, electrotypers and stereotypers machines and requisites, with branch warehouses at Montreal, Winnipeg, Regina and London, England, where, in addition to stocks being carried, service men are located.

The writer had the pleasure recently of being shown through these large new premises and was more than surprised at the immense stock carried. The new addition makes a wonderful improvement to the building, giving an abundance of light on all three sides. It is among the best lighted and most modern buildings in the city, being exceptionally well and strongly built and equipped with a fine passenger elevator, besides a huge three-ton freight elevator at rear. The entire building is heated by the most modern crude-oil burning system which has replaced the steam and hot water heating. A large 4,000 gallon crude oil tank buried thirteen feet under the street, feeds the burners and gives any desired heat. This makes the most efficient system procurable. The building is entirely fireproof with sprinkler system on every floor throughout. The private offices of the president, vice-president, secretary-treasurer and manager are on the ground floor with desks for the city and out of town travellers arranged on the Wellington Street side and fine quarters for the stenographers. Private telephone exchange connects all departments.

Head Office of Toronto Type Foundry, Ltd., Corner York and Wellington Sts., Toronto.

THE REPAIR DEPARTMENT

In the basement is the repair shop and here both cylinder and platen presses are overhauled and rebuilt, and the firm back up with their guarantee that for all practical purposes their rebuilt machines are absolutely good as new. The firm appear specially fortunate in having a large number of Miehle presses on hand, as we understand this firm's entire capacity is now devoted to war work, and likely will be until after the war. Besides Miehles we find rebuilt cylinder presses of all kinds—2 revolutions and drum cylinders, practically every modern make of platen presses, paper cutters and other machinery for the paper industry. No matter in what shape a machine comes in it is entirely dismantled, cleaned and then is rebuilt from the ground up, and most careful attention is given to the work to make sure that each machine is as perfect as can be, and all worn parts are always replaced by new ones.

ON THE MAIN FLOOR

On the ground floor—the main entrance now being on Wellintgon Street—besides the offices are the show and sales rooms, where all the best in platen presses (including the famous Chandler & Price Gordon with Miller Feeder) wire stitching machines, perforators, punches, die presses, cutters and creasers, power and lever cutters, etc., are neatly arranged. On the west side of this floor is carried an immense stock of type and supplies—we are given to understand the largest stock in any warehouse on the American continent. The firm are Canadian selling agents for the American Type Founders Co., the largest concern in the world—which really is an amalgamation of all the American Type Foundries.

On the upper floors are carried full stocks of Hamilton wood goods—including all the modern cabinets, cases and

labor saving devices of all kinds. A carload of Chandler and Price Gordons, and a big surplus stock of other machines are carried, as well as a full line of variable speed motors and controllers for the various requirements of the trade. Hundreds of steel chases are here—and in fact everything the Printer uses can almost always be supplied out of stock. Tons and tons of the famous Prentiss wire is seen in the various gauges for Bookbinders and Box-makers.

The Toronto Type Foundry Co. operate their own brass rule department and make all of the popular faces. This means much to the printer—as any special sizes, founts or faces, are procurable practically when ordered, or with very few hours delay. It's a treat to watch the transition of the pile of plain brass to the font of labor saving rule. The very latest machinery is used in this department, and the firm is one of the few concerns in American making rule.

The slogan of the firm is—"Everything for the Printing and Allied Trades."

Toronto Type control the Miehle cylinder press in Canada, of which there are probably five times as many in use as all other makes put together. They are sole agents for the "Kelly"—the speed press of high class printerdom.

In platen presses they control the Chandler and Price. The John Thompson Colt's Armory and the famous English Falcon are also controlled by this firm. In cutters the Oswego Automatic Rapid Production and Brown & Carver, in Punching Machinery—the Portland Multiple and Soutrworth are handled exclusively as well as Boston wire stitchers. Miller Saw-trimmers, Modern Die and plate Presses, John Royle & Sons Photo-engraving machinery, Cleveland and Mentges folders. Just recently they have secured the sole agency for the Hickok Ruling Machines and Hickok Feeders and all the Bookbinders' Machinery and supplies this firm manufacture. Another specialty of theirs is the *Miller* Automatic Feeder. It is a wonderful piece of mechanism and is helping out greatly now that labor is so scarce. Although only introduced in Canada about a year, there are at least 100 of these in use, and orders are being filled as rapidly as the machines can be secured. There are several thousand now in use in the States, some plants using as many as twelve, fifteen and more.

This firm also handles all the leading lines of Box-makers and binder supplies and nothing can be asked for by the Printing and allied trades that they cannot supply.

THE PERSONNEL OF THE COMPANY

The vice-president and moving spirit of the concern is J. C. Palmer. He succeeds his father, J. J. Palmer, who, although president of the company, has retired from active service.

E. E. Palmer, son of the president, and member of the firm, devotes his time to the manufacturing plant at East Toronto.

H. M. Baird is the secretary. The business has gradually grown to such an extent that Wm. H. Sears, their Montreal Branch Manager was brought to Toronto as Manager of Toronto and Montreal Branch, H. J. Hardie retaining the management of Winnipeg and Western branches, while F. H. Sears succeeds his brother at Montreal.

There's a general feeling of cameraderie and good fellowship amongst the salesmen and employees of the Toronto Type Foundry that argues well for the management and that doubtless has much to do with the firm's phenomenal success. Besides the main warehouse, head office and premises at York and Wellington Streets the Toronto Type Foundry Co., Ltd., have their main manufacturing plant at East Toronto, employing a large number of skilled mechanics and covering over 32,000 square feet to the floor, built of steel and concrete with light on all four sides and a brighter and better constructed building would be hard to find anywhere. Running alongside is their own private railroad siding, on the other side of which is the lumber storage. In this fine plant is to be found also the shop offices, drafting room and pattern room and the best possible equipment of machinery, tools and jigs used in building their "Camco" Automatic Continuous Paper Feeding Machines for cylinder presses and folding machines. Here also is built the famous Cleveland "Model B" folding machine, the Toronto Type Foundry Co., Ltd., being owners of the patents for Canada and the world, except the United States and South America. "Camco" all-steel paper balers and "Camco" paper macerators are also built here. Their markets are world-wide and big business is being handled not only in Canada but in all corners of the globe by this very enterprising and progressive Canadian firm who deserve the greatest credit for their perseverance, pluck and determination in putting their Canadian built machines in the forefront in all markets and in world-open competition. A visit to the warehouse or manufacturing plant will repay any printers, bookbinders or members of the allied trades, whether from city or country, and you will always be made welcome.

A Tribute to His Office Boy

A London, Eng., editor has written a tribute editorially to his office boy, who has been killed in action in France. It has a peculiar abruptness, especially for English journalism, that lends it a charm all its own. It tells quite a story, too, of the chief's affection for his cub:—

"Humphreys is asleep in France. Most people do not know Humphreys. He was only a boy—the merry boy of the staff. He grew up with it. He was a member of the League of the Helping Hand. He made the world seem bright on its darkest day, for Humphreys knew the joy of life.

"He was the very pick of English boys, fearing nothing. He would do anything for anybody, and do it willingly. He would go anywhere at any time, and go cheerfully. He would put a lock on a door, or mend a desk, or look up the population of China, or the distance round the moon, or the greatest depth a submarine can dive, or any of the countless things an editor wants to know at a moment's notice—or he would go to fight a dragon.

"And he did. He called and enlisted one day on his way to the office, quietly and without a word to any human being. It was work for a boy, he thought, and he did it. He was in the trenches for years. He hardly ever had a rest. He was as happy there as anywhere, and everybody loved him. He would write back after a wound and make merry over his piece of iron. He would talk of France, as if he were on a holiday there. But never a word would he grumble. He loved the world, and he loved whatever he was doing in it. A great English boy was Humphreys.

"And now he is gone—one more on the long, long roll of England's heroes; one more on the long, long road that leads to everlasting life. The life of the earth is poorer, but the memory of Humphreys is something rare and rich.

"Humphreys is gone—but the rest of us must carry on."

KEMPSMITH Komments, the house organ of the Kempsmith Mfg. Co., Milwaukee, Wis., has a number of names on its honor roll. Here are a few of them: John Samolinski, Joe Koniecki, Max Wojczak, Vincent and Arthur Wielant, Joe Vuchmanavich, Alfred Weisbecker. And they all line up under the name of "Yanks." The German menace is just as acute to a Vuchmanavich as it is to the most Simon pure New Englander that the country can boast.

THE OTHER PUBLISHER'S BUSINESS

Special Advertising, Circulation and Editorial Plans

On November 1st the subscription price of the Ridgetown *Dominion* will be $1.50. Subscriptions will be accepted at the present rate of $1.00 up to that date.

The Niagara Falls *Evening Review* raised its subscription rate Sept. 3rd from 1 cent to 2 cents the copy, or 10 cents the week delivered. The mail rate o f$3.00 a year was not changed. After three weeks the net loss of subscription was not 100 copies daily.

The Peterborough *Review* is running a subscription contest under the heading of the "Boosters' Club." The prizes include a touring car, piano, $100 victory bond, light delivery truck, building lot, $50.00 merchandise orders, and also 10 per cent. cash commission. The campaign started with active balloting on September 16th and it closes on the 2nd of November.

The Simcoe *Reformer* is putting on a Buy at Home campaign. The *Reformer* says:—The *Reformer* has made arrangements to run in its columns a series of Educational Articles written by the ablest writers in the country on this important subject, and will aim particularly against the mail order houses and big city concerns who invade our territory with their alluring catalogues and other methods.

The announcement is made of the amalgamation of the Aylmer *Tribune*, a Conservative weekly, owned and edited by Thomas Barnecott and D. Monteith, and the Aylmer *Express*, a Liberal weekly, owned by W. G. Charlton and Jonas Anger. The new publication will be known as the *Tribune-Express*, and will be independent in its politics. Messrs. Monteith and Barnecott will have charge of the new paper.

The Montreal *Gazette* is now sold at three cents a copy. and when delivered by carrier the cost is $8 per year. By the month charge will be 75 cents. The price of the paper has been two cents a copy, or $6 a year. Reasons for the increase in price are given as the advance in costs since the war, and the desire of the management to maintain expenditure on news services and when necessary increase them.

Woodstock *Sentinel-Review*:—Subscribers to the *Daily Sentinel-Review*, who receive their papers by mail, are hereby notified that owing to the serious increases during the past two years in the cost of paper, labor, telegraph and news services, and other things necessary in the production of a daily newspaper, the management finds it absolutely necessary to increase its subscription rates. Heretofore the subscription price of the *Daily Sentinel-Review* to mail subscribers has been $2.50 per annum. This price will be increased, on and after October 1st, by 50c per annum, the new rate being $3.00 per annum.

The Winnipeg *Free Press* is devoting a very great deal of attention to the coal supply for the Western Provinces this winter. At the same time it is developing a very nice line of business for itself in the advertising of Alberta Coal. In a recent issue articles were run showing what experts had to say in regard to the proper way to burn Western coal to get the best results. There was also considerable matter run with the idea apparently of overcoming Winnipeg prejudice against Alberta coal. In all that section of the *Free Press* there was a superior tone to the reading matter and it was of a quality that would certainly attract good advertising.

The Sherbrooke *Record* is giving notice of an increase in price. To newsboys and dealers the price is: 3 copies 4c; 6 copies 8c; one dozen copies 16c, etc. One or two copies will have to be figured on 2c per copy basis, so news boys should always try and buy a number of papers which can be equally divided by three, thus bringing the cost to exactly 1 1-3c each. News boys and dealers will not make any discounts to customers but will charge 2c each copy sold or delivered, that is, 12c per week, and by the month, 50c, 52c. or 54, according to number of days in the month, so their profit will be the same as at present. The rate of the *Record*, delivered at the homes, beginning October 1st, will be the same as though bought on the street down town, namely, 2c per copy, or 12c per week.

The Kingston *Daily Standard* a few days ago put out a big "Fare Refund" edition, thirty-two pages in all. It carried a fine line of advertising from all the leading merchants of the city, one merchant alone taking three full pages and several others two each. The Refund Sale was held from Saturday, Sept. 21, to Saturday, Sept. 28, and was a tremendous success, the merchants reporting very large sales, and many people coming in to the city from the surrounding country. This is the fifth successive sale of this kind the *Standard* has put on in co-operation with the merchants of the city and each has been bigger than the preceding one.

The July-August Number of *Stovel Printology*, the House Organ issued by the Stovel Co. of Winnipeg, was a well designed number, the entire contents being centred around the interests of the employees of that firm who are now overseas. In the announcement on the front page the company said: "The Overseas issues of *Printology*, the House Organ of Stovel Co., Limited, of Winnipeg are published for and circulated amongst Stovel Co.'s employees on active service, the desire being that interesting home news may be supplied in a convenient form." The little book is 16 pages long, and is brightened up with a good selection of timely cartoons and news of the boys overseas.

The Kingston *Whig* carried two pages of business on several days during August and the early part of September in connection with a visit to that city of the Savage Musical Spectacle, "Everywoman." Advertising was sold to a number of the merchants of the town and in each ad. there was a character representing one of the subjects in the play. The idea was that the words in the various advertisements should be used to make the word "Everywoman" as many times as possible. The prizes were awarded as follows:—first prize, box of 6 seats for the performance; second prize, four best orchestra seats, and third to tenth prizes one orchestra seat.

The Winnipeg *Telegram* announces a change in proprietorship. "All the former stockholders in the *Telegram*," says the announcement, "met in the *Telegram* office and individually disposed of their holdings, and they will not longer have any connection with the business. The purchasers are Messrs. Davidson & Smith and their associates. Davidson & Smith are known throughout Canada as a large firm of grain dealers, who of late have acquired important newspaper publishing interests, their enterprises extending from the head of the Lakes to the Pacific coast. In acquiring the *Telegram* they have but one end in view—that is to develop a great family journal that will at once prove to be a successful business and a faithful independent and patriotic purveyor of news and an editorial interpreter of sound public policy."

The Sarnia *Canadian-Observer* on the 21st of September issued an edition called "Sarnia's First Fall Fair and Fashion Edition," the number running 24 pages. The advertising patronage must have been very gratifying to

the paper, as space was taken quite liberally by a number of the advertisers. The paper is one of the best that has ever been turned out in Sarnia, and the people there should realize that they are being well served by the *Canadian-Observer*. One of the sections of the paper was devoted largely to the West Lambton Fair. In this feature there is a lot of space taken up with short sketches and interviews with a number of the business men of the town on the outlook for fall business. We do not know whether this was paid advertising or not, but at any rate, it had considerable news value as well. Dollar Day was recently observed in Sarnia, and the *Canadian-Observer* carried a nice lot of business in this connection.

The Guelph *Mercury* has installed a new Hoe machine, which is a 20 page perfecting press. It will take from the roll, print, cut, paste, assemble and bind at a single operation a paper of any size in multiples of even numbers from two pages up to 20 pages, as required. Its capacity for printing a paper of 8 pages is 20,000 copies per hour. A complete stereotyping plant has been installed in connection with the press, and the daily and weekly editions of the paper will henceforth be printed from sterotypes, instead of directly from the type, as formerly. The new plant was ordered a year ago, but owing to industrial conditions it is only now that the manufacturers have been able to carry out their contract. The installation was decided on only after long consideration, to meet the needs of a growing circulation and the pressure of news and advertising. Sections may be added at any time in the future, without interfering with operation, to print additional pages.

Fair week was used by the Kingston *Whig* to round out enough pages to make up a 22 page edition on Saturday, September 21st. The advertising patronage all through was splendid. Special space was sold to some fourteen different firms and the Exhibition itself used a lot of space to advertise the event. Newspapers are beginning to see the advisability and the reason for cashing in on annual events like these. Especially in the small places it has been the practice to a large degree in the past to allow the newspapers to go ahead and provide the publicity for the Fall Fairs, and to get what they could out of printing a few prize lists and tickets, etc. There is a large advertising value in the coming together of as many people from as wide a district as is generally drawn from by a good Fall Fair. Publishers should not slow to recognize the value of good advertising to a merchant at a time like that. It is all right to boost the Home Fall Fair, but it is much better to get in and cash in on it as well.

E. P. Hodgins, publishing the Earl Grey *Coronet*, at Earl Grey, Sask., has issued a new rate card, as follows: Display contracts set matter, 1 inch or over, 30 cts. an inch; 100 inches or over, 25 cents an inch; 250 inches or over, 20 cents an inch. Display contracts plate matter, 5 cents an inch reduction on above figures. Special positions:—The above rates are for run of paper. We try to satisfy our customers regarding location but extra charge will be made when special position is stipulated, at an increase of 25 per cent. In "local" column 10 cents a line, with minimum of four lines a week. Five words to the line. The rates quoted are for space to be used within 12 months of date of contract. If amount contracted for is not used within a year, the rate for the number of inches used will be enforced. If sufficient additional space is used to earn a lower rate, that rate will be given. All advertising subject to approval of publisher. The publisher is not bound to insert more than '0 inches in any one issue on any one contract. Financial and annual statements of banks and other corporations 30 cents an inch.

Legal, Government and municipal advertising 12 cents a line for first insertion and 8 cents a line each subsequent insertion.

For sale, lost and found advertising: minimum charge 75 cents for first insertion; 25 cents each subsequent insertion.

The Markdale *Standard* has entered upon the 39th year under the ownership of C. W. Rutledge. In the course of that period the *Standard* has kept up to the times in all matters.

Agency Notes

J. J. Gibbons Limited, Winnipeg, are placing advertising for the Salvation Army Red Shield campaign.

Copy for Valmas Drug Co. (Bon Opto) has again made its appearance. It is sent out by J. J. Gibbons Limited.

A national advertising campaign for the Gerhard Heintzman Phonograph is being conducted by the Baker Agency.

The Maytag Co., Ltd., of Winnipeg (Mfrs. of self feeders, pumps and washers) are placing advertising through the Winnipeg office of J. J. Gibbons Limited.

Moore's Limited, Toronto, are going to have their chain of drug stores effectively advertised by the Baker Advertising Agency. Only Toronto papers will be used.

The Elias Rogers Coal Co., believes that the coal situation needs some explaining from the dealers point of view. Hence a publicity campaign along this line is being prepared by the Baker Agency. The details have not been completed yet.

The Godfrey Phillips (Army Club Cigarettes) advertising has again made its appearance. It is all the more welcome as it is British manufactured. The advertising is under the direction of J. J. Gibbons Limited, and is a departure from the stereotyped cigarette display.

The Knights of Columbus, according to general report, more than doubled their objective for Canada, of $500,000 for the Catholic Army Huts. In Toronto more than $200,000 was collected. The entire advertising was in charge of J. J. Gibbons Limited, Montreal and Toronto offices.

J. L. Lorriman, former business manager of HARDWARE & METAL and until recently advertising manager of the Brandram-Henderson Paint Company, is now with the Advertising Service, Toronto office. In Mr. Lorriman, the Advertising Service has secured an aggressive and capable executive.

A canadian-made sausage is about to be advertised in a big way for the first time. This is the "Jersey Farm Sausage." It is made by McIver Bros., Toronto, who have been serving the pricipal hotels and cafes of the Queen City with their luscious brands for some years. The Baker Arvertising Service is handling the campaign which will be initially launched in the Toronto papers.

M. F. House, who, until recently, was prominent in Toronto advertising circles is recording great success as Editor, of the *Retail Public Ledger*, Philadelphia, of which he is originator and moving spirit. This paper is published periodically in popular newspaper style and it represents a new idea in journalism. The *Retail Puplic Ledger* is published in the interest of the general retail trade of Philadelphia which is showing its appreciation by now buying the paper at a dollar a year instead of expecting it gratis as was the case during the first few months of its career; and its circulation is growing by leaps and bounds, it is said; anything published by the Curtis Publishing Company usually does.

The items printed in these columns are for the purpose of keeping publishers posted on news of advertising agencies of Canada. When a new advertising campaign is announced publishers should not conclude that they are slighted if they are not favored with copy. The advertiser invariably stipulates the total appropriation and the agency place the advertising where it will produce the best results, and as every agency employ experts to study the various fields thoroughly it is reasonable to suppose that the agency's judgment in placing the advertising is above criticism. However, if any publisher has a sound argument to advance or any facts to support a plea, any agency is only too willing to listen and learn.

The point of the foregoing is this: Don't waste good stationery and stamps in these days of economy!

A Clearing House for Teachers of Printing

The International Association of Teachers of Printing has established a co-operative bureau for placing printing instructors in teaching positions. The association has its home at 444 West Fifty-seventh street, New York, N.Y., and is preparing to list all applicants for teaching positions and to receive requests from school boards and superintendents where vacancies exist. The association will charge no fee and will make no direct recommendation of applicants or positions. It will rather afford a clearing-house for bringing together the school system which is in need of a teacher and the teacher who is in need of a position. Joseph A. Donnelly, president of the association, will be glad to answer all inquiries both concerning the work of the association and of its co-operative teachers' agency.

United Typothetae.

"A Three Year Plan" has been launched by the United Typothetae of America, some details of which can be gathered from the last issue of its paper, the *Bulletin*. At a meeting in Providence, R.I., A. E. Southworth, first vice-president, in the course of his explanatory remarks, said:—

"Several men of experience and ability were employed and sent into a number of widely separated communities with instructions to organize the local printers into local associations and pledge them to carry out all of the activities contemplated in the Three-Year Plan.

"These agents were directed to insist upon contracts for the three-year period being signed, binding each individual and each local body to the performance of this plan.

"At the time the allied interest were approached for subscriptions to the Three-Year Plan, the details were fully explained, but for fear all are not familiar with its scope, the following information is offered:

"In every new Typothetae that is organized its members are required to install and keep a Standard Cost-Finding System for the period of its contracts, which covers three years. Each individual printer is also required, under this agreement, to mail to the National office a copy of his hour costs each month, by which it is enabled to check up and know whether or not the individual is complying with his contract and it is the intention to keep all of these cost-finding systems active so that an average cost of production can be ascertained month by month.

"It is hardly necessary to mention the effect upon the individual printer of the keeping of this Standard Cost Finding System and the rendering of these monthly accounts. To render his monthly Form 9-H he must keep the system up to date, and therefore he will unquestionably carefully look it over himself before submitting it, and this is the reflex action upon the printer that is sought and which will produce great results."

The aims of the Association are more fully set out in the summary of its objects:—

"*First*—The United Typothetae of America believes:

That it must preserve its prestige by constructive measures.

That curtailment in its affairs would destroy the influences established.

That the reconstructive period necessitates activity in promoting membership.

That the first step toward conservation is standardization, and standardization, to be effective, is based on education.

That the scope of its educational programme will be welcomed and sought by printers everywhere.

That it will require constant study for the period of the war, and result in unification of disorganized interests.

Being purely a constructive course implies that the greater the need, the greater the reason it should proceed.

That in defence of this position, the United Typothetae of America is being appealed to by printers everywhere that they be given the benefit of these business helps without delay.

"*Second*—The United Typothetae of America believes:

That in order to launch a thoroughly efficient direct-by-mail campaign in the printing industry that it is necessary that it perfect a clearing house of expert advertising information.

That such a bureau would require a wealth of information to make it of value and to meet the conditions that would confront it.

That this is a momentous undertaking and its value and importance should not be underestimated.

That should this department be approved the work of establishing a more stable membership will make it more effective when it is perfected and introduced.

That it should employ measures toward the establishment of such a clearing house, in order that when conditions are right it can be presented and fulfill every duty that the most efficient advertising counsel could perform.

The Five-Cent Newspaper Coming

St. Thomas *Times-Journal*.—Begining this week, every newspaper published in the city of Atlanta, Georgia, morning and evening, will be five cents a copy, except Sundays, when the price will be seven cents. The well-known *Constitution* is now the only morning paper in Atlanta. It has had a price of five cents daily and Sunday. It changes only on the Sunday issue. The *Georgian* and the *Journal*, even ing papers, have just come into line.

By way of contrast it may be noted that at the same time the three evening papers in Baltimore, the *News*, *Star* and *Evening Sun*, will raise their price from one cent to two, as the metropolitan one-centers have already done.

Probably Atlanta is ahead of Baltimore in quick recognition of what the trend of the times means. Gradual price raising is like the Irishman's plan to cut his dog's ears off by inches so as not to hurt him so much at any one time. Stopping long at the two-cents halfway house will not be practicable unless there is a revolutionary change in conditions. Only on Saturday last, August 31, the *Times-Journal* was advised by the manufacturer who supplies it with newsprint that prices would be advanced on September 1.

That is the way newspapers are being hit continually these war times—prices going up practically without notice.

The day of three-cent daily newspapers is not far distant in Canada.

Tragedy of City Editor's Life

Mrs. Charles E. Chapin, wife of the city editor of the New York *Evening World*, was found dead with a bullet wound in her head in the bedroom of the Chapin apartments in the Hotel Cumberland.

Discovery of Mrs. Chapin's body followed receipt by Don Seitz, business manager of the *Evening World*, of a letter signed "Charles E. Chapin," in which the writer hinted at suicide.

The police immediately began a search for Mr. Chapin.

At the offices of the *Evening World* it was said that Mr. Chapin has been in failing health for several years, and that for the past year he has been constantly under the care of a physician.

The letter received by Mr. Seitz said:

"I have been living with my wife for 39 years, and have been happy during that time. I am conscious of being on the verge of a nervous breakdown, and it is apparent that the time is close by when I will completely collapse. When you get this letter I will be dead. My wife has been such a good pal I cannot leave her alone in the world?."

The writer concluded with directions as to the disposition of his body and his property.

When the police entered the Chapin apartments they found the body of Mrs. Chapin lying on a bed. Physicians said she apparently had been dead since early morning. No one could be found who had heard a shot.

Mr. Chapin has been city editor of the *Evening World* for twenty years, and is one of the most widely known newspapermen in the country.

Financing a Newspaper by Faith

Cranbrook *Herald*:—Without faith you can do nothing; with faith you can do everything. We have faith in the good sense of the business community and public spirited citizens of Cranbrook and district to give the *Herald* the support it requires to maintain a respectable appearance, pay all its just debts and hold this district up to the approval of an admiring world.

Last week we were up against it financially and had to rely explicitly upon that faith to help us out and we just pulled through by the skin of our teeth. It was a very exciting week, full of thrillers and makes an interesting story.

We could just see enough shekels in sight to pay the expenses of the week. The week had hardly commenced, however, when we had a draft shoved under our nose for $31.87, a payment on the linotype. The secretary of the company was away and as it had to be met in 24 hours or be sent back, we rustled the cash and paid it. Next day repairs to the linotype arrived and $10 more had to be rustled—we got that. Then two devoted sisters came in and pleaded for support to an orphanage. We are naturally sympathetic and we could not resist the appeal for the motherless and the fatherless children, so we gladly made a contribution towards that very worthy object.

We still had faith, but we soon came to the conclusion that faith without works is dead, so we armed ourselves with a sheaf of small accounts and went out to collect the money we needed. We don't like that way of collecting the revenue. We can't afford to wear out our wooden leg in that way, and besides we had no success at all. We did not get a cent and we should have got $100. We came back to the office with almost a wavering faith, but after swearing ourselves into a good humor and determining that we would take a club with us the next time we went out to make collections, we tried the telephone and that answered the purpose much better.

Saturday morning arrived and we were four dollars short. We wrote out the cheques, however, for the full amount and just a few minutes before 12 noon, a subscriber came in who was just two years in arrears and when we unfolded to him our tale of woe, he passed us over the two bucks we needed and everybody was happy. Don't treat the *Herald* the way some congregations treat their ministers, because we won't stand for it—we are not going to beg for our money after having earned it.

Now we have come to the conclusion that when we place our confidence in the people of this district, we do not misplace that confidence.

Plain Talk From New President

F. W. Simpson, editor of the Kamloops *Standard-Sentinel*, who was chosen president of the British Columbia and Yukon division of the Canadian Press association, in an editorial published in his paper, has the following to say of the newspaper situation in British Columbia and the business transacted at the gathering:

"The newspaper convention held in Vancouver recently was productive of one great good at any rate. It brought out the fact that as a rule, although men engaged in that business, as well as men engaged in other businesses, were paying from 50 to 150 per cent. more for what they purchased now than they did four years ago, yet the prices of local printing products were virtually the same. It demonstrated the fact that as loyal patriots the newspaper men were true to the core, but as business men they were lacking in efficiency, as everyone expected to pay the newspaper man and the printer more to-day than they did four years ago; but so long as they do not ask for it, just so long they will not pay for it. In address given by President Sutherland he stated that since the war forty-one newspapers in B.C. had died and are now sleeping beneath the sod of non-support, while many others are just alive owing to extreme economies, long hours of work and the leniency of their creditors. One member present remarked that with the high wages prevailing most any newspaper man might close his office and make three times the revenue he was securing in the newspaper business by becoming a craftsman along any line in which he might be capable. These are facts, and the time has now come when nine out of ten newspapers in this province must raise their rates or go out of business."

Good Balance and Effective Display

Here is an example of excellent typography. It is almost a model. The advertisement, which originally covered a half-page of newspaper space, aims to appeal to the higher class of trade. The tone is quiet, the arrangement clean, artistic, symmetrical and attractive. The prices are not displayed. Neither are very heavy headlines brought into play. Instead of using rules to divide the various items white space has been adopted

Monday--Civic Holiday--Store Closed All Day. These Goods On Sale To-day

Millinery Specials for the Holiday

Fashionable Wool Pullovers Reduced to $2.95

Clearance of Women's Voile and Gingham Wash Dresses Price $3.95

Neckwear Samples to be Cleared at $1.00

SAVE TIME

CITY ORDER DEPARTMENT

EARLY CLOSING

SATURDAY P.M.

T. EATON Co.

and this is one of the main factors contributing to the advertisement's artistic appearance. Department store ads. of this size with such a variety of items are invariably seen with an abundance of rules. In fact it is difficult to produce an effective department store ad. without a free use of rules. But in this instance rules are conspicuously absent, with the exception of the rule at the top, the three rule boxes and the type underlined within two of these boxes. Note the skilful arrangement of the cuts, too. The ad. is worthy of close study from every angle.

London Advertising Club Busy

The London Advertising Club is planning for a busy, fruitful season. One suggestion adopted was that the club should offer to conduct an advertising course at the Technical School this fall and winter, giving evening lessons, at which students of advertising, clerks, store proprietors and others could attend. A letter was written to the principal embodying this offer of the club's services gratis. Another move in the right direction will be the holding of meetings on the second Tuesday of each month for local men to "sit in" at round-table discussions for the benefit of the retail merchants, manufacturers and others forming the club's membership. These meetings will take place between the regular club evenings, at which outside speakers are brought to London.

With a view to preventing the club from becoming unwieldly, it was decided to admit only 15 more members, after which a waiting list will be maintained, and no new member will be admitted until a vacancy occurs. A prominent lawyer and a leading business executive have already signified their intention of joining the club since this decision was made, so that only 13 places remain to be filled, and those interested will be well-advised to communicate with any officer or member of Canada's livest advertising club at once.

Provost Marshal General Crowder has ruled that employes of press associations actually engaged in the collection and transmission of news by wire to newspapers are in necessary occupations and entitled to file claims for deferred classification under the Selective Service Act.

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - - - - Business Manager
A. R. KENNEDY - - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING COMPANY
Established 1887 Limited

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-President
H. V. TYRRELL - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

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Windsor Papers and Detroit Merchants

THE Border Cities *Star*, formerly the Windsor *Record*, is trying in a large way to do what a lot of papers are expected to do by the home talent advertisers, viz., refuse advertising from a competitive centre. The *Star* is not printing the announcements of the Detroit advertisers, and is confining its efforts in this way to the Windsor field, apart from the national advertisers.

The experience of the Border Cities *Star* will be watched and noted with interest. The Windsor field is a peculiar one. It is very directly in competition with the Detroit papers. They cover Windsor well for local news, and they have a large circulation in the homes of Windsor. In that way the advertising matter of the Detroit merchants is going to reach the Windsor people at any rate, whether the Windsor paper carries it or not.

The Detroit competition is very keen and close. There is a ferry service every few minutes, and the big Detroit papers reach the streets of Windsor almost as soon as they are being cried in the streets of Detroit.

The big question is this: Can the Border Cities *Star* make a good return on its outlay under these conditions:

(1) Relying on Windsor merchants for their advertising to the exclusion of Detroit business, and

(2) Without this Detroit revenue build up and keep up a paper that will meet the competition of the Detroit papers, backed with their tremendously larger revenue producing territory?

Looking at the proposition as a disinterested party, and calculating it all from a purely business standpoint, it looks as though the Border Cities *Star* would have a pretty close proposition. Advertising rates have been increased from 25 cents per inch to a figure almost one hundred per cent in advance, and a considerable amount of business has been signed up at that new figure.

The Windsor paper is trying to do the fair thing by the merchants of Windsor, to whom the running of Detroit advertising in the Windsor paper is considered derogatory to their interests.

But outside advertising is taken in many papers and nothing said about it. For instance papers in Acton, Elora, Fergus, etc., carry the advertising of the stores in Guelph; the Hepworth paper carries the advertising of the Owen Sound merchants; Detroit stores buy space all over Western Ontario; then Hamilton merchants get into papers of Caledonia, and many other places in their district. On a smaller scale it may be noted that Tilbury stores take space in the Comber *Herald*.

When merchants come together and dictate the source of revenue a publisher shall have, they should at the same time accept the responsibility of making it certain that that revenue shall be large enough to make the business worth while. The Windsor merchants have not nailed signs in their stores that they refuse to accept business from Detroit people. The money of a Detroit customer is accepted just as readily as the money of a Windsor purchaser. Just why there should be an exception made in regard to the publishing business is one that requires a fair amount of explaining.

Publishers should not knuckle down to the restricted field idea of advertising. It is not good business. Too much the town-loyalty of the publisher is played upon to protect the non-advertisers in that town from competition from outside firms that are willing to buy publicity liberally at space rates and ask no favors.

PRINTER AND PUBLISHER realizes that Mr. Herman in seeking to please the Windsor merchants is introducing an element of risk into his enterprise that cannot be denied. The Border Cities *Star* as it stands is a creditable paper for the city of Windsor. It may take a little time to see whether it will be a paying proposition without Detroit revenue. But it is an interesting point for Canadian publishers to watch, and a good chance for the Windsor merchants to show that a publisher need sacrifice nothing to play his part in the much talked-of local loyalty business.

That Official Ottawa Paper

THE *Canadian Official Record* has made its appearance at Ottawa. According to its birth notices it is the supply official news and keep the people "as fully informed as possible as to the acts of the government, etc."

It is distributed free to members of the Dominion and Provincial Governments, members of the judiciary, army officers, mayors and postmasters of cities and towns. It is paid for by the people at large, whether they get it or not.

So far PRINTER AND PUBLISHER has failed to see any section of the community shouting itself hoarse for a copy of the paper. As a matter of fact its reception has been deservedly flat. Here are a couple of extracts that set forth the feeling of the press:—

Under the caption "An Unnecessary House Organ," the Toronto *News* says editorially:—

"It is said that the Government is copying from Saskatchewan in its decision to establish a War Service Weekly, the *Public Service Bulletin* being the model. The *Bulletin* is printed upon "news-print" paper, and we assume that the *Weekly* will make use of the same material. Ottawa mentions the difficulties which the daily papers of There is a scarcity of "news-print." A despatch from the capital have met in the endeavor to secure an adequate supply from the Booth Company. Why should the Government intensify the shortage by the publication of a periodical which is no more necessary than a second envelope on a letter?

There are daily newspapers in every Canadian city. There are weekly newspapers in every considerable town. The proposed expenditure on an official news sheet would be better applied on advertising space. The news would then reach all the people and would have a good chance of being

read. Nine-tenths of the total issue of the War Service Weekly would go into the nation's waste-baskets.

Of late years the craze for publishing special periodicals has mounted to a height. House organs are as common as front doors. Most of them are wholly unnecessary. The establishment of a house organ by the Federal Government, especially considering the paper shortage, would be an action difficult to defend."

The Montreal *Gazette* extends its greeting to the Ottawa Unionist child as follows:

"The government has began the publication of a weekly newspaper. This is coincident with, if not in response to, the appeal of the government's commissioner for the conservation of newsprint paper, and his suggestion that no new newspapers be established. . . . The thing is, of course, an absurdity and an extravagance. The government cannot hope to reach all the people, or even the majority of the people, except through the medium of the daily newspapers. The government can hardly go into the business of publishing a newspaper for sale, and a paper which is distributed gratuitously acquires no standing, exerts no influence. In any event no single publication, even a government newspaper, can be made to cover the field indicated in the terms of the order-in-council. That can be done only, if at all, through the combined circulation of the daily newspapers. And it is upon the daily newspapers that the governmentt must rely."

There is no more call for the publication of a weekly paper by the government at Ottawa than there is of putting a sporting page and a comic supplement in the *Christian Guardian* or the *Catholic Register*.

It is hard enough for the papers to secure real news at Ottawa. A bit of a weekly paper, paid for by the people at large and sent to a select few, is out of the question. It may last for a short time, but sooner or later some kind person will pull out a rope and hang the thing.

Changing Advertising Regularly

OF course there has been a lot of improvement in recent years, but even yet there are advertisers who do not seem to see the advantage of changing their message with anything that looks like a decent attempt at frequency or regularity

There are ads., principally the smaller ones, running in papers right now that couldn't be thrown back into the case without the aid of a pickaxe and a charge of dynamite. They made some announcement weeks and months ago and they have been saying the same thing ever since.

Suppose the whole paper was run on the same principle. The editor would grasp his pen. This might have been a year or six months ago. He would have a brilliant idea, and having put it down in black and white he decided it was good enough to run for weeks and months without a change. The readers might have been impressed with this thing for the first time. They might even have read it the second time. But after that—not much.

The publisher who gets his advertisers to look upon their space as their own editorial column has gone a long way toward making them good advertisers. It's better to have your advertisers at the stage where they want to change too often, and where they want too much service, than to allow them to drift away toward that stage of indifference and moss-growth where they look upon their advertising appropriation as a piece of charity that they, in the bigness of their heart, are doling out to keep the paper from falling into the hands of the bailiff.

There is nothing that will put your paper in the very ordinary class as fast and as surely as the old flattened out advertising, the ten-month old stuff, the kind that speaks of Christmas when people are buying Easter hats, and tells of winter underwear when folks are sweltering at 95 in the shade.

And the publisher can do a lot to get his advertisers out of that miserable habit. He can get out copy suggestions. He can impress upon the merchant the fact that his ad. is his announcement to the people, and he can surely convince him that if he has nothing new to talk about the public will soon take it for granted that he has nothing new to sell.

The publisher who looks upon the merchant who changes his copy regularly and who insists upon a certain kind of an ad. as a bit of a crank and a nuisance is missing the mark by a mile. That change-often advertiser is in reality the salt of the whole situation.

Good Time to Clean Up the List

THE saving of newsprint as well as the price of it is becoming a matter that commands attention. It is not optional any longer. The labor situation and the need for saving newsprint, as well as the price of the material, are points that can't be sidestepped.

The biggest users of newsprint are the daily papers. Between them and the Government itself there is room for a lot of saving. Canadian newspapers have not shown a very commendable desire to co-operate in the matter of getting down to a smaller consumption. There seems to be no disposition at all to chop off features or cut off extras.

The weekly papers, if they offend at all, are doing so in a lesser way. Because they waste less is no reason why they should not be checked up in the matter. It is a good chance for some of the weekly papers to come along and clean up their subscription lists. It is all very well for the publishers to come together and tell how they raised the rate from $1 to $1.50, but the big business is to get that $1.50 in advance. A keen scrutiny of the mailing lists of the Canadian weeklies would show that things were not nearly as rosy in some cases as may be made out in the rotunda discussions at the convention. Right now is an excellent time, under the pressure of the need to save newsprint, to get through that mailing list with an axe. If your paid circulation is 1,000, then the nearer you come to that consumption of newsprint the better for all concerned. You can't fool any person by adhering to an old list that has not been brought up to date. You can't fool the agencies; it's their business to know actual conditions, and the chances are that they do know them; you can't fool yourself—if you do you'll find yourself in the discard long before you ever reckoned on getting into that heap.

Right now, when there is urgent need and pressure for pruning your list right down to brass tacks, is a splendid time to get in and do the thing.

THE Secretary of State for Canada has stopped the publication of the Robotchyj Narod. Of course he put it down in writing so it didn't hurt him much.

* * *

U.S. has placed soft drinks, pianos, corsets and coffins on the non-essential list. Well, as a matter of fact, there's a lot of folks around who have got along without any of this stuff.

* * *

SULPHUR is getting scarce. So scarce, in fact, that the chances seem to be much against the youngsters getting their 1919 spring tonic in the form of sulphur and molasses. It's a great age to be livin' in.

* * *

THE Probs. in a Toronto paper the other day read: "Thursday—Mostly fair, with a few showers, stationary or slightly rising temperature." So it could either be fair or showery, same or higher temperature. The weather man was taking small chance of spoiling his rep. that day.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers
By H. A. Nicholson, Manager Printer and Publisher

OUR last month's reset advertisement endeavors proved of value in more than one newspaper office, we are pleased to note. Unsolicited testimony to this effect has come to hand. One country publisher tells us that he perused the reset ad department with considerable interest, then took the issue to the composing room and submitted it to the staff there with beneficial results. Another publisher said: "Your reset advertisements show in plain and instructive manner the possibilities that are often missed by compositors in some of the newspaper offices," and another publisher writes: "We hope you will continue your reset ad department. It has made a 'hit' with the foreman of our composing room and he says he can use the department to good advantage in toning up the appearance of the ads in our paper.

We are pleased to find that this department is finding favor, and right here we might reiterate what we said last month to the effect that the ads reset on the following pages are not intended to be exactly the highest models of typographical display, but rather practical set-ups within the scope of any office. Their purpose is to show how opportunities for better effects are being frequently missed by compositors. Our resets, it may be noted, are simple in design and easily set, yet we think more attractive and much more easier read, and displayed in manner better calculated to "put the message across" than the original ads selected for treatment and criticism. Construction of a complicated nature has been avoided, for we contend that it is not at all necessary to good advertisement setting and complicated work only wastes time.

It is well to bear in mind that in the first place it is evident that the subject matter of the most ads treated here was not written by persons trained in the art of writing copy of this kind, and too often the wording fails to lend itself to good display. Consequently an ideal set-up must not always be possible. Compositors, if they know their advertiser well enough, may take the liberty of changing copy to suit their own ideas, but this is not a very prevalent practice by any means. In resetting the ads here no liberties have been taken withoriginals beyond the liberties usually allowed compositors.

The originals are exact zinc cut reproductions, but reduced in size for obvious reasons. They are numbered for convenience, the reset ads bearing a corresponding number.

RIGHT IN THE EYE.

Advertisement No. 1—This looks like a set-up by the devil—the printers' devil. The display lines "Indian Head News" hits you right in the eye, but for what reason it is hard to conceive. The ad primarily was intended to deal with the benefits of advertising, but the big display lines in the centre of the ad rather dwarf the real purpose and draw the attention to a side line, namely, job printing, which, too, is displayed out of all proportions. From the standpoint of display this advertisement is a mighty poor representation for a newspaper and job office. The subject matter is good and may be copied by other offices, but we would advise a different set-up. There are numerous possibilities open to an original compositor in this copy, and being "An ad for the office," there are no liberties in arrangement that may not be taken.

TOO MUCH DISPLAY.

Advertisement No. 2—Here is an ad typical of many advertisements appearing in small city dailies and country weeklies. It is over-displayed in the first place. Then there are too many different type faces used to be in keeping with good typography. The faults of the advertisement, as we see them, are better explained by comparing the original with the reset ad.

AVOID MONOTONOUS LINES.

Advertisement No. 3—Too much rule, too much display, too many full-length monotonous lines—outside of these few faults this ad is all right. See reset ad for what we consider an improvement.

MUST BE EASY TO READ.

Advertisement No. 4—A quarter of a century or more back, ads cut up with cross-rules and dashes were all the rage. With the advent of the advertising expert who watches results this kind of typography has fallen by the wayside. The modern ad must be easy to read. Rules and dashes unless sparingly and carefully used serve no good purpose, but on the other hand tend to produce an intricate effect which is repelling to the eye. The ad we have now under fire is an old-timer in style with all the old-time faults of display. We will admit that the copy is not written in manner best suited for attractive and readable arrangement, but still the compositor was not required to cut it to pieces with unattractive rule; and there was no necessity to use six different styles of type, which only helped to get farther away from a uniform appearance; uniformity is one of the cardinal priciples of good ad setting. See reset advertisement.

REALLY NOT DELICIOUS.

Advertisement No. 5—That word "Delicious" centred at the top of the ad over two big display lines placed at the side is an eye-sore. It is a fault in display frequently seen. All three display lines should be placed at the side or in the centre, but we would not advise this course with the type used in this ad. Three lines of Caps and lowercase, or a display after fashion or our reset ad would in our opinion be preferable.

POINTERS ON GOOD DISPLAY.

Most printers are disposed to display too many lines in setting an advertisement. It is well to remember this old aphorism, "all display means no display."

First of all, display is necessary to attract attention and give emphasis to certain important features of the advertisement. Then it is necessary that the display, like a picture, should be pleasing to the eye, easy to read and easy to grasp. How many compositors overlook this all important function of the ads they set?

Display should be well-balanced and harmonious in order to please the eye. Balance is secured by properly placed display lines and white space. Harmony is secured by making the display lines text and border agree with each other in character.

Caps-and-lower case is usually preferable to all caps in display. The former is easier read as a rule and more pleasing. Words in all-cacps present a too severe appearance. However, no hard and fast rule has been adopted in this respect and it is a subject always open to debate.

If the display line at the top of the ad appears in caps-and-lowercase, it is almost invariably better to conclude the ad with caps-and-lower case. The same rule applies to all-caps. In each case the concluding display line should be of less strength than the display lines at the top, though of the same style of type.

Advertising!

The biggest men in the country have found that the easiest way to spell success is to A-D-V-E-R-T-I-S-E. Suppose the newspapers did not publish the news, how would the people know what is happening? If you don't publish the Store News how will the people know about your goods? You can never sell the goods people do not know you have. Advertising is telling about your stock. The firm that Advertises gets ahead, every time, of the firm that does not advertise. Shopworn and out-of-date stock is the penalty merchants pay for not Advertising.

THE INDIAN HEAD NEWS.

PRINTING

Letter Heads	Bill Heads
Note Heads	Statement Heads
Envelopes	Circulars
Wedding Cards	Calling Cards
Menu Cards	Memorial Cards
Programmes	Posters
Counter Check Books,	Dodgers

Loose Leaf Ledger Forms Etc., Etc.

Neatly & Promptly Done.

Original Ad. No. 1—Appeared 3 col. wide by 13½ inches deep.

"SINGER"

Sewing Machines

Sold on Easy Payments

DONNEE, GRASSIE SALES CO.

West Street — Port Colborne
Front Street — Thorold

Our salesman will call on you, to explain our terms.

Original Ad. No. 3—Appeared 2 col. wide by 5 inches deep.

The Red Front

WE ARE NOW DISPLAYING A VERY FINE STOCK OF

New Fall and Winter Millinery

You Expect Prompt Delivery Shortage in help compels us to urge early buying. . . .

We are receiving the New Goods as reasonably as we could expect

Already we are in receipt of

Dress Goods, Underwear, Sweaters, Flett Blankets, Hosiery, and all the Staple Lines we usually stock.

Footwear in Leather and Rubbers
Men's Clothing and Groceries

A. & R. Atkinson

RED FRONT. CALEDONIA, ONT

Canadian Food Board License No. 13906

Original Ad. No. 4—Appeared 2 col. wide by 5 inches deep.

PICTON SEED HOUSE

FANCY PEAS

TIME TO FIGURE FOR NEXT YEAR.

PEA CROPS this season surpass anything the COUNTY has produced for many years.

Our growers who selected their field and prepared ahead are all agreed that nothing on their farm this year gave them as good returns.

Commence NOW and lay your plans for next year. Select a good field, prepare it well THIS FALL and let us furnish you later on with SEED THAT GROWS.

Our Seed Stocks Have a Reputation For

Purity and Germination

Flour and Feed

With the exception of BRAN & SHORTS (stocks of which unobtainable) we are well stocked in this line.

GROUND FEED best makes, FEED CORN etc., always on hand.

Hogg & Lytle

Limited

Picton and Wellington

Canada Food Board, License No. 12-101

Original Ad. No. 2—Appeared 3 col. wide, by 13½ inches deep.

Singer Sewing Machines

Sold on Easy Terms

Our Salesmen will call on you to explain our Terms

Donnee, Grassie Sales Company

West St., Port Colborne — Front St., Thorold

Reset Ad. No. 3

Delicious

SUMMER BEVERAGES

We manufacture an extensive line of DELICIOUS DRINKS using the pure fruits for flavors, Artesian water and best granulated sugar.

The goods are delicious and healthful.

We have Peach, Grape, Apple, Ginger and Lemon.

Dr. Suett's original Root Beer, a very popular beverage.

Ask your dealer.

It is well to have a case in your home.

Bigelow & Hood

Phone 237.

Original Ad. No. 5—Actual size

THE RED FRONT

We are now displaying a very fine stock of

NEW FALL AND WINTER MILLINERY

You expect prompt delivery. Shortage in help compels us to urge early buying. We are receiving the new goods as reasonably as we could expect.

Already we are in receipt of

Dress Goods, Underwear, Sweaters, Flett Blankets, Hosiery Leather and Rubber Footwear Men's Clothing, and Groceries, and all the staple lines we usually stock.

A. R. ATKINSON

RED FRONT - CALEDONIA, ONT.

CANADIAN FOOD BOARD LICENSE No. 13906

Reset Ad. No. 4

Delicious

SUMMER BEVERAGES

WE manufacture an extensive line of DELICIOUS DRINKS using the pure fruits for flavors, artesian water and best granulated sugar.

The goods are delicious and healthful. We have Peach, Grape, Apple, Ginger and Lemon.

Dr. Suett's original Root Beer, a very popular beverage.

It is well to have a case in your home.

Ask Your Dealer

BIGELOW & HOOD

Phone 237

Reset Ad. No. 5

The Good Work of the Country Associations

Working for Fair Prices and Co-operation

THE County Press Association is doing a good work. PRINTER AND PUBLISHER would like to get a list of these associations, with their officers. The compiling of such a record for publication would be of considerable value to the publishing business. If these officers would attend to this matter, and at the same time forward to this office a price list used in their district the work could be easily done.

It cannot be argued that the price list adopted by these associations is the basis for a hold-up. As a matter of fact the printers of the country have themselves to blame for the hole out of which they are now trying to pull themselves. They have not put their business previously on a decent basis. They were too slow in adopting a cost-finding system. They relied too much on the rule of thumb to do their estimating, and as a result they found that they simply had to come up or go under.

The advantage of having a price list on the counter or framed where the purchaser of printing can see it is so apparent that it hardly needs to be mentioned at length. When a customer comes in and asks for a certain kind of printing a reference to the list will give the price at once. The customer has the assurance then that he is being quoted a price that has been arrived at and that is standard for the office and every other office in the district.

On the other hand if the proprietor starts out like this: "Well let's see," and reaches for the back of an envelope, and after a little calculation announces that the price will be $4, the chances are that the customer immediately makes a bid of $3.50 for the work, or hustles off to some other place to get a price from another printer.

A real live press association exists in Bruce county. For about eight years it has been of great service to the county publishers and to the public as well. Meetings are held always yearly, and occasionally, as business warrants, two and three times a year.

A minimum price list has always been in the hands of every Bruce county publisher, and the county lists published by the Bruce publishers are frequently found in other county offices.

From time to time, as trade conditions demand, the price list is reprinted at the office of the secretary, and several copies sent to each office.

In most of the offices the lists are on the counter under glass, so that customers may see.

The present list in use was revised in August.

The Bruce association has been a most active one. It was the first association to generally adopt the $1.50 subscription rate, putting it into force all over the county February 1st, 1916. Through the regular meetings of the association there exists a splendid co-operation among all the publishers.

At last meeting in May it was decided to endeavor to carry out a scheme whereby the county papers as a whole as an advertising proposition could be presented to the national advertiser. County printing is tendered for by the secretary of the association, and the printing divided between eight offices one year, and eight offices next year, there being 16 offices in the county. This allows a portion of the county printing to every office in the county once in two years. It has proved most satisfactory to the reeves of the county council, and as a general thing the council has granted the "tender" prices without question. Present officers are President, J. J. Hunter, Kincardine; secretary-treasurer, D. McKenzie, Paisley; executive: E. Roy Sayles, Port Elgin; Lorne Eedy, Walkerton; Wm. McDonald, M.P.P., Chesley.

The Bruce County List

The Bruce County list is as follows. These are minimum prices, and were effective August 1, 1918:

Letterheads

250	$2 50
500	3 50
1000	5 25
Each Extra Thousand	3 75

For two colors add $2.00 per Thousand

For Extra Expensive stock add to these Prices proportionately.

Billheads

8 to Post— 500	$2 75
—1000	4 25
—Extra thousand	3 00
Quarter Cap— 500	3 00
1000	4 50
—Extra thousand	3 00
4 to Post— 500	3 75
1000	5 50
—Extra thousand	4 00
½ Cap— 250	3 50
— 500	4 25
—1000	6 00
100 of any of above	$2 00 to 3 00

Note, Memo Heads and Statements

500	$2 75
1000	4 25
Each Extra Thousand	3 00

Envelopes

	250	500	1000	Extra 1000
No. 7	$2.00	$2.75	$4.00	$3.00
No. 8	2.15	3.00	4.25	3.25

Business Cards

50	$1 25
100	1 75
250	2 25
500	3 00
1000	4 75
Each Extra Thousand	3 25

Shipping Tags

On basis of No. 5 Tag

500	$2 25
1000	3 25
Additional Thousand	2 25

Other sizes in proportion.

Tickets

100	$1 50
Each Additional 100	30

Government Postcards

(Printing Only)

100	$1 50
Each Additional 100	25

Private Postcards

500 printed on two sides	$3 75
1000	6 00

Receipt and Order Books

	100	300	500	1,000
3½x8½	$1 75	$2 50	$3 00	$4 50
3¼x11	2 25	2 75	4 00	5 25

Window Cards

11 x 14— 1	$1 25
— 25	2 75
— 50	3 75
—100	5 25

Extra color, $1.50 additional

14 x 22— 1	$1 50
— 25	3 75
— 50	5 50
—100	8 00

Extra color, $2.00 additional

22 x 28— 1	$1 75
— 12	3 25
— 25	4 75

Dodgers

6 x 9 (16th Sheet)—100	$1 50
—200	1 75
6 x 12 (12th Sheet)—100	1 75
—200	2 25
—500	3 00
—1000	4 00
Each extra thousand	2 25
9 x 12 (8th Sheet)— 50	2 00
— 100	2 50
— 250	3 00
— 500	3 75
—1000	5 25
Each extra thousand	3 00

Posters

Quarter Sheet— 50	2 75
—100	3 75
Each additional 100	1 00
Half Sheet— 50	3 50
— 75	4 00
—100	4 50
Each Additional 100	1 50
Whole Sheet— 50	6 00
— 75	7 00
—100	8 00
Each Additional 100	2 25

For heavy composition add to Prices.

Color Work—For one color add 25 per cent.; two colors, 50 per cent. extra.

Auction Sale Bills

Quarter Sheet— 25	$2 75
— 50	3 25
—100	3 75
Half Sheet— 25	3 50
— 50	4 00
—100	5 00
Full Sheet— 50	6 50
—100	8 00

Farmers' Sale Dodgers, $2.00 for composition, 25c per 100 for printing.

Mercantile Posters

Quarter Sheet

500	$ 8 00 to $10 00
1000	11 00 to 13 00
Each Additional 100	60

Half Sheet

500	$12 00
1000	$16 000 to 20 00
Each Additional 100	1 00

Printing Bills off Advts.

Eighth Sheet

500	$2 50
1000	3 75

Quarter Sheet

100	$2 00
Each Additional 100	50

Half Sheets (6 or 7 Cols.)

100	$3 00
500	4 50
1000	7 50
Each Additional 100	75

NOTE.—The printing of Bill off an advt. does not entitle the customer to any reduction in the price of his advertising.

Note and Letter Circulars

Note, 8vo— 100	$2 00
—200	2 50
— 500	3 00
—1000	4 50
Letter— 100	2 75
— 200	3 50
— 500	4 50
—1000	6 75

Add $1.50 to these prices for two colors. With blank fly leaf add 30 per cent.

Memorial Cards

12..... ....$2 25
15..... .... 2 50
—500 2 75
—1000 3 50
Each extra thousand 2 00
25..... .... 3 00
50..... .... 4 00
75..... .... 5 00
100..... .... 6 00

Visiting Cards

50..... ....$ 75
100..... .... 1 25

Wedding Invitations

15..... ....$2 50
25..... .... 3 00
50..... .... 4 00
75..... .... 5 00
100..... .... 6 00
For extra expensive stock add proportionately

At Home Cards

Small— 50 .....$2 00
—100..... 2 75
Large— 50 ..... 2 25
—100..... 3 25

Butter Wrappers

500, with Maker's Name $2 75
1000, with Maker's Name 4 00
"Dairy Butter," 30c per 100 sheets
Plain, 25c per 100. $1.25 per ream.

Half Cap Circulars and Forms

100..... ....$3 00
250..... .... 4 00
500..... .... 5 25
1000..... .... 7 50

Ballots

10 Names or less, 300 Ballots 4 00
Each Additional Ballot, 1¼c.

Route Cards

Cards, 14 x 22— 50.....$6 00
—100..... 8 50
Folders, 7 x 7½—100... 6 00
Each Additional 100.... 1 00
For extra heavy or tabulated pedigree charge $8.00 up.

Prize Lists

$1.75 per page for 200 copies and 25c. per page additional for each extra 100 copies.

Financial Statements and Auditors' Reports

Size of page 5½ x 8½, type 24 ems by 40 ems. 200 copies $1.85 per page. For each additional 100 add 15c per page. Cover to count as four pages.

Voters' Lists

On basis of an average of 25 lines to a page, $2.00 per page for 200 copies. Where average is higher add to price proportionately. 300 copies $2.25 per page.

Books, Pamphlets, Constitutions, By-Laws, Minutes, Etc.

100 copies, 8 pt. solid, $1.60 per page, 20c per page additional for each 100 copies.

Labor

$1.00 per M for hand composition.
80c per M for machine composition.
$1.75 per hour cylinder press.
$1.00 per hour platen press. (Including wash-up and make-ready.)

All Prices Subject to Change.

The Essex and Kent List

The list given here has been used since the fall of 1916. In explanation of it W. R. Davies, of Thamesville, says that it has been revised and now calls for an increase of 50 cents nearly all the way around. Auditors' reports and voters' lists may even go to $2.50 per page, 500 copies, but this has not been finally decided. The list:—

Letterheads

Based on stock costing $1.00 per thousand.
500..... ....$3 00
1000..... .... 4 50
Each extra thousand... 3 00
For two colors add $1.50 or $2.00 according to work.
For more expensive stock add to these prices accordingly.

Billheads

8vo Post — 500.....$2 50
—1000..... 3 50
Quarter Cap— 500..... 3 00
—1000..... 4 25
4 to Post — 500..... 3 50
—1000..... 4 75
Half Cap — 500..... 4 25
—1000..... 6 00

Noteheads, Memo Heads and Statements

Based on Stock costing 75c to $1.00 per thousand.
Noteheads —500.....$2 25
—1000..... 3 50
Each extra thousand...$2 25
Statements — 500..... 2 50
— 1000..... 3 50
Each extra thousand... 2 50

Envelopes

No. 7, based on Stock costing $1.50 per thousand.
500..... ....$2 25
1000..... .... 3 50
Each extra thousand... 2 50
No. 8 -
500..... ....$2 50
1000..... .... 4 00

Business Cards

Based on Stock costing $1.00 a thousand.
100..... ....$1 50
250..... .... 2 00
500..... .... 2 50
1000..... .... 3 50
Each extra thousand.... 2 50

Tickets

100..... ....$1 25
250..... .... 1 75
500..... .... 2 25
1000..... .... 3 50
Each additional 1000... 2 50
50c extra when printed with coupon.

Dodgers

6 x 9 (16th Sheet)— 100 $1 50
— 250 1 75
— 500 2 50
—1000 3 50
Each extra 1000.. 2 50
6 x 12 (12th Sheet)— 100 1 75
— 250 2 00
— 500 2 75
—1000 3 75
Each extra 1000.. 2 75
9 x 12 (8th Sheet)— 100 2 00
— 250 2 50
— 500 3 00
—1000 4 00
Each extra 1000.. 3 00

Posters

Quarter Sheet — 50...$2 50
— 100... 3 00
— 200... 4 00
— 500 .. 5 50
—1000... 7 50
Each additional 1000.. 5 00
Half Sheet — 50... 3 50
— 100... 4 00
— 200... 5 00
Each additional 100.. 1 00
—1000...10 00
Whole Sheet — 50... 5 50
— 100... 7 00
— 200... 8 50
Each additional 100 up to 1000 ..... 1 00
For heavy composition and colored paper add to these prices.

Sale Bills and Route Bills (white)

Quarter Sheets — 50...$3 00
—100... 3 50
—150... 4 00
—200... 4 75
Each additional 100.. 1 00
Half Sheets add $1.00 to these prices.
For colored paper add to these prices.

Memorial Cards

Based on Stock costing $1.20 to $1.60.
12..... ....$2 00
25..... .... 2 50
50..... .... 3 50

Window Cards

Quarter Sheets — 25...$3 00
— 50... 4 00
—100... 5 00
Extra color, $1.50 additional.
Half Sheets — 25...$4 00
— 50... 5 00
—100... 6 50
Extra color $2.00 additional.
Whole Sheets — 12...$3 00
— 25... 4 50
Heavy composition add to these prices.

Milk and Bread Tickets

(Waterproof)
500..... ....$2 75
1000..... .... 4 25

Note and Letter Circulars.

Note, 8vo. — 100.....$2 00
— 250..... 2 50
— 500..... 3 00
— 1000..... 4 50
Letter — 100..... 2 50
— 250..... 3 50
— 500..... 4 50
—1000..... 6 00
Add $1.50 to these prices for two colors.

Half Cap Circulars and Forms

100..... ....$3 00
250..... .... 4 00
500..... .... 5 00
1000..... .... 6 50

Printing Government Post Cards

100 or less $1 25
35c for each additional 100.

Visiting Cards

50..... ....$0 85
100..... .... 1 35

Wedding Invitations

Based on Stock costing $1.50 per cabinet.
25..... ....$3 00
50..... .... 4 00
100..... .... 6 00
For more expensive stock add proportionately.

Shipping Tags

On basis of No. 5 tag costing 68c.
500..... ....$2 00
1000..... .... 3 00
Other sizes in proportion.

Prize Lists

$2.25 per page for 500 copies and 25c per page additional for each extra 100.

Route Cards

Cards, 14 x 22—100....$6 00
—200.... 7 50
Cards, 7 x 14—100.... 4 00
—200.... 5 50
Folders, 7 x 7½—100.... 4 25
Each additional 100, $1.00.

Ballots

6 names or less—300 ballots $3 00
Each additional 100, 75 cents.

Financial Statements and Auditors' Reports

Minimum Price.

Size of page 5½ x 8½; type 24 ems by 40 ems.
200 copies $1.75 per page. For each additional 100 add 15c per page. Cover to count as four pages. Tabulated pages charge 2 pages for 1.

Voters' Lists

Minimum Price.

On basis of an average of 25 lines to a full page, $1.75 per page. Where average is higher add to price per page proportionately.

Books, Pamphlets, Constitutions, By-laws, Minutes, Etc.

200 copies, 8 pt. solid—$1.75 per page; 15 cents per page additional for each hundred copies.

The Ottawa Valley Association

The Ottawa Valley Press Association at a recent meeting in Smiths Falls appointed a committee of three to revise the list in use in this district. That committee has not yet met, but will very shortly—possibly the end of next week. Under pressure of present wage bills the list is being very well adhered to, and that where lower prices are quoted it is because there is no cost system in force.

Letterheads

1½ hours for composition.

Strathcona Bond, 20 lbs.
250..... ....$ 3 35
500..... .... 4 10
1000..... .... 5 60
1000 Additional 2 90

Motor Bond, 20 lbs.
250..... ....$ 3 40
500..... .... 4 25
1000..... .... 5 85
1000 Additional 3 15

Victorian Ledger, 20 lbs.
250..... .... 3 50
500..... .... 4 40
1000..... .... 6 25
1000 Additional 3 60

Work Only.
250..... ....$ 2 85
500..... .... 3 05
1000..... .... 3 50
1000 Additional 85

Noteheads

Strathcona Bond.
250..... ....$ 2 40
500..... .... 3 00
1000..... .... 4 10
1000 Additional 2 05

Motor Bond.
250..... ....$ 2 40

500.... .... 3 00
1000.... .... 4 25
1000 Additional 2 20

Victorian Bond.

250.... ....$ 2 50
500.... .... 3 15
1000.... .... 4 40
1000 Additional 2 35

Work Only.

250.... ....$ 2 15
500.... .... 2 40
1000.... .... 2 85
1000 Additional..... 85

Billheads

No. 5 (Stock $1.00).

250.... ....$ 2 50
500.... .... 3 15
1000.... .... 4 50
1000 Additional 2 85

No. 7 (Stock $1.20).

250.... ....$ 2 80
500.... .... 3 45
1000.... .... 4 80
1000 Additional..... 3 15

No. 11 (Stock $2.10).

250.... ....$ 3 25
500.... .... 4 00
1000.... .... 6 25
1000 Additional 4 30

No. 14 (Stock $2.30).

250.... ....$ 3 50
500.... .... 4 25
1000.... .... 6 75
1000 Additional..... 5 00

Tags

No. 5 at $1.05.

250.... ....$ 1 60
500.... .... 2 10
1000.... .... 3 15
1000 Additional..... 1 80

No. 6 at $1.15.

250.... ....$ 1 60
500.... .... 2 20
1000.... .... 3 30
1000 Additional 1 95

Work Only.

250.... ....$ 1 25
500 .... 1 40
1000.... .... 1 80
1000 Additional 60

Blank Tags, No. 5.

Per 1000.....$ 1 50
Per 100 ..... 15c

Blank Tags, No. 6.

Per 1000 .....$1 80
Per 100 .....20c

Statements

Stock Invoicing $1.00.

250.... ....$ 2 35
500.... .... 3 00
1000.... .... 4 35
1000 Additional 2 85

Envelopes

No. 7 at $1.60.

250.... ....$ 1 75
500.... .... 2 45
1000.... .... 3 85
1000 Additional 2 85

No. 8 at $1.76.

250.... ....$ 1 80
500.... .... 2 55
1000.... .... 4 00
1000 Additional 3 00

Work Only.

250.... ....$ 1 25
500.... .... 1 45
1000.... .... 1 80
1000 Additional 70

Blank Envelopes.

No. 7 White Wove, Per box, $1.00.
No. 8 White Wove, Per box, $1.15.
No. 10 White Wove, 15c pkg., 2 for 25c.

Post Cards

Printing on Government Post Cards.

100 or less.....$1 25
Ad'l 100's, per 100.... 35

Tickets

100.... ....$ 1 25
Subsequent 100's 25
1000.... .... 3 25
Ad'l M's, per M 2 50
For stub tickets, add 25c for first 100 and 5c. per 100 subsequent.

Posters

Full Sheet (24 x 36)

Open matter. Black ink.

50.... ....$ 5 50
100.... .... 7 00
Ad'l 100's, per 100.... 1 50
Colored ink (one color) extra 1 50

Half Sheet (18 x 24)

Open matter. Black ink.

25.... ....$ 3 25
50.... .... 3 75
100.... .... 4 25
200.... .... 5 25
Ad'l 100's, per 100..... 75
Auction Sale Bills, with list of goods, $1.00 extra.

Quarter Sheet (12 x 18)

Open matter. Black ink.

25.... ....$ 2 50
50.... .... 2 75
100.... .... 3 25
200.... .... 4 00
500.... .... 5 50
1000.... .... 8 00
Ad'l 100's, per 100 .. 50
Auction Sale Bills, with list of goods, $1.00 extra.

Dodgers

Eighth Sheets (9 x 12)

Open matter. Black ink.

50.... ....$ 1 80
100.... .... 2 00
250.... .... 2 50
500.... .... 3 25
1000.... .... 4 50
Ad'l M's, per M..... 2 50

Sixteenth Sheet (6 x 9)

Open matter. Black ink.

100.... ....$ 1 50
250.... .... 1 75
500.... .... 2 25
1000.... .... 3 50
Ad'l M's, per M..... 2 25

Visiting Cards

50.... ....$ 1 00
100.... .... 1 25

Black Bordered.

50.... ....$ 1 25
100.... .... 1 45

Wedding Stationery.

25.... ....$ 3 25
50.... .... 4 00
75.... .... 5 00
100.... .... 6 00

Invitation Cards

25.... ....$ 1 90
50.... .... 2 25
100.... .... 3 00
200.... .... 4 40
300.... .... 5 80
Ad'l 100's, each 1 40
Gilt-edged cards, 20c extra per 100.
Unprinted cards, 25c per doz.
Envelopes, 10c pkg., 35c 100

Funeral Notices

Note Size

15.... ....$ 1 15
25.... .... 1 35
50.... .... 1 75
100.... .... 2 40

Letter Size.

15.... ....$ 1 65
25.... .... 2 00
50.... .... 2 50
100.... .... 3 50

Memorial Cards

Based on stock costing $1.50 per 100.

12.... ....$ 2 00
25.... .... 2 50
50.... .... 3 00
100.... .... 4 25

French Folio

Letter Size

500.... ....$ 85
1000.... .... 1 50
Add'l 1000's 1 25

Note Size

500.... ....$ 60
1000.... .... 1 00
Add'l 1000's 75

Sixteen Hours On This Assignment

Border Cities *Star*:—How can the Border Cities be ready to take the place they are destined to take in the affairs of this Dominion so long as the telegraph companies continue to treat this community as they might treat a concession line in some unsettled district? The fault is not with the employes, but with those higher up, who, either through ignorance of the fact or of parsimony, continue to look on this section of Canada as of less importance than inland cities. Proof of the inadequacy of the service rendered by the telegraph lines running into the Border Cities is demonstrated by the delivery of telegrams announcing Austria's great peace offensive sixteen hours after their despatch. Telegrams dated 5.13 o'clock Sunday afternoon were only delivered at 9.10 o'clock Monday morning. Surely this situation cannot continue to impede the progress of the Border Cities!

39 Years Under One Proprietor

Bowmanville *Statesman*:—We congratulate Mr. C. W. Rutledge, proprietor of *The Markdale Standard*, which excellent family journal entered upon its 39th year under his proprietorship last week. The *Standard* has adopted several modern improvements. To accumulate material riches from publishing a country newspaper is out of all reason, Mr. Rutledge truthfully says, but opportunities for downright usefulness are never absent, and a dominating aim for rendering good service has always been his aim. The co-operation of the people is required in order to insure best results in a local paper. The *Standard* is a good local paper and is worthy of a welcome into every home in its territory.

Comparative Department Hour Costs

The United Typothetae insues the following:—

While all printers are aware of the increase, each year, of the hour costs in the various departments, the following table will more clearly indicate the advances since 1913:

Departments	1913	1914	1915	1916	†1917	1918 1st 6 Mo.
Composing Room Hand Work	$1 38[7]	$1 46[9]	$1.53[3]	$1.48[7]	$1 66[3]	$1 78
Line casting machine	1.79[7]	1.87[9]	1.95[7]	1 93[9]	1 92[1]	2 18
Type keyboard	94[9]	1.05[6]	1 12[1]	1.33[9]	1 43[4]	1.47
Type casters	1.36[7]	1 43[8]	1 47[7]	1 48[4]	1 69	2.31
Job press, 10x15 and smaller	....	....	....	.84[1]	.91[4]	.97
Job press, larger than 10x15	.78[6]	.85[8]	.88[8]	1.03[7]	1.03[9]	1.18
Job press, mechanical fed	....	....	....	1.02[4]	1.01[1]	....
Automatic job press	1.88[9]	1.52[4]	1.41	1.18[8]	1 46[8]	....
Pony cylinder, smaller than 25x38	1 24[7]	1.37[5]	1.45[2]	1.64[3]	1.61[8]	1.95
Medium cylinder, 25x38 to 38x50	....	....	....	2.02[6]	2.18[4]	2.20
Cylinder, larger than 50 in.	....	....	2 19	2.34[9]	2.37[8]	2 41
Cylinder, mechanical fed, 50-inch or smaller	1.80[2]	2 07[1]	....	2 14[5]	1 94[8]	....
Cylinder, mechanical fed, larger than 50-inch	....	....	....	2 06	2 41[1]	....
Cylinder, 2 color	....	....	2.51[4]	2 52	2.90[8]	....
Webb rotary press	....	....	3.22[8]	5 51	6.33[7]	....
Rotary, sheet fed	....	....	....	3.06[5]	3.72[6]	....
Cutting machine	....	1.13[6]	1.19[7]	1.10[9]	1.21[8]	1.38
Machine folder, hand fed	....	....	....	1.32[9]	1 46[8]	1 81
Machine folder, mechanical fed	1.17	1.17[9]	1 41[1]	1.67[7]	1.56	....
Ruling machine	1.06[4]	1 14[7]	1.25[3]	1.15[1]	1.16[7]	1.30
Bindery A, Misc. Men's machines	1.07[1]	1 11[4]	1 12[9]	1 94[2]	2.03[8]	..
Bindery B, forwarding and finishing	.85[7]	.85[7]	.92[4]	.85[8]	.91[7]	1.09
Bindery C, Girls, machines	.63[1]	.65[2]	.66[7]	.70[2]	.78[4]	.86
Bindery D, Girls, hand	.35[3]	.37[9]	.41[6]	41[6]	.45[7]	.50

NOTE.—In the years where the machines are spenned by braces, the hour costs were not kept on the machines as at present classified, but in groups as indicated by the braces.

† These are the hour costs as shown on the 1917 Composite Statement of Department Costs which was sent to the membership the forepart of September.

Bill Couldn't Grow With the Old Man Over Him

But he Got His Chance to Develop

WELL, Bill signs himself superintendent now, and he's made good with a vengeance. I don't care how many titles he takes to himself. It's results we're after and if he can get results better with the title of superintendent pinned to him, we haven't the least bit of objection. On the other hand we say, "Go to it Bill."

A Canadian machinery dealer had been telling us about some of his experiences. He isn't a one-shop man. He has seen quite a bit of buying and selling, and knows how the machines are put together from the ground up. And what's more he's doing a lot of business right now in Canada, and unless all signs fail his company is going to continue to do a lot of business in this country both as jobbers and manufacturers and designers.

Well, his story ran along something like this. The conversation had drifted to placing responsibility on men, and developing them in that way. It was pretty generally agreed that a man's initiative would never grow or sprout as long as he was living in an atmosphere of fear and trembling that something he was going to do would not meet with the approval of the "boss." No person seemed inclined to squabble over this, so the dealer went ahead with his story like this:—

"I remember quite well when I was getting my training in the machinery business. After I was taken on the sales force for the Eastern States I came in contact with the men in the shop quite a bit. It was a big concern, and yet it wasn't as big as it should have been. There was the Old Man. He was over all. He was secretary, and head of the sales department. He was everything from office boy to superintendent over the works. He even imagined that he had to lock the safe at night. He really had it in his system that if he were to lay off for a week the whole works would head straight for the dump and there wouldn't be enough left at the end of the week to pay postage on the notice to creditors. Well, the result was this: A man could not develop in that atmosphere. A chap who wanted to get ahead simply had to fight his way, and the way was short and the walls were high. He regarded a man as dangerous and a burden when his salary reached very modest limits. His idea of increasing the revenue was by keeping down the expenses. And he had enough of the stock of the company to make himself felt all over the premises. Salary increases never came there unless they were asked for, and the process of asking required the same qualities that win Victoria Crosses in battle. Well, you can imagine what happened. It was the Old Man this, and the Old Man that. A salesman never felt like doubling up his fists and going out to land a good big order. He had to talk it over with the Old Man first, and his 'thuse would get such a ducking that he would go out like a lame duck. There was never a good deal put across where the man who had done the trick felt like going back to the shop with his chest stuck out and telling the rest of the gang how the thing had been done. The Old Man simply stuck in every person's crop around the whole works, and we were in reality dragging the Old Man with us. He never set the pace for the concern.

Where Bill Comes Into This

"I remember quite well," continued the dealer, "a chap in the shop named Bill. There's always a Bill around a good shop. In fact I don't believe there could be a good shop without a Bill some place around it. Well, this Bill was a mechanic that I learned to admire from the first day I saw him at work. He was a dandy. He knew machinery from the ground up. He was capable of running any machine we had, of doing any operation, of tearing down and putting together and best of all he had the ability to get others to work up to pitch. Bill was the makings of a big man, but the Old Man got him. He was on his trail. He camped on his neck just the same as he did on the rest of us. Bill wasn't developing. He was going to be just plain Bill and that was all. He wasn't going to fill the good big healthy space that he had been carved and fashioned for. Well, to cut this thing shorter, I made up my mind that if I ever got into a place where I could give Bill a chance I was going to send right straight off for him, and see to it that he came along.

"Well, some years after I came to Canada for the Old Man's firm, but now under my own steam. Land, it felt good to be out from under that eternal restraint! I could get out and dig and if the digging was good I got the worms. If it was poor I got nothing. But it was up to me. I didn't have to keep in mind that sooner or later the Old Man would come along and check me up. The business grew here. It has been growing more rapidly of late, and it's going to grow some more in the future. It wasn't long before I wanted a real good man with mechanical training to look after the warehouse end of the establishment which had grown to pretty fair proportions. Did I advertise? Did I go around the city asking this man and that if he knew where I could get a good man? Not much. I knew where my man was. I sent for Bill, and he came.

And Bill Has Made Good

"Some day I'll take you down to the warehouse to meet Bill. He's a dandy. He knows our line of business from A to Z, either going or coming. He can take down any machine that ever comes into the place. He can rebuild or remodel. He can tell a customer almost to a bolt what he requires in the way of equipment, and what Bill says is so, and the trade has come to know it. Do you suppose that I bother with that warehouse now? Not much. When Bill came here first I explained the whole situation to him. We went over the field and lined up what there was in sight. I pointed out that my whole time had to be taken up with chasing business, and the whole staff wanted nothing to do with running the warehouse end of the concern. So we put it straight up to Bill this way: 'Bill, that warehouse is your concern. It's up to you to hop and make it a go from to-day on. Now go to it.' And believe me," concluded the dealer, "Bill hopped, and he made it go, and he's still making it go, and he's the best man in his class in the district. He signs himself to all documents, 'Bill ———, Superintendent of the ———— Co.' He puts that title down as though it was one of the finest things in the world. If Bill's a better man with his title and his dignity why all we say is, 'Reach out and grab for more titles, Bill!' But it does me good to see Bill now and remember the days when he used to be scared to death of the Old Man. Bill is more capable than the Old Man ever thought of being. He can do things that the Old Man would have smothered in their infant stages. And it's all because Bill has elbow room and responsibility. A man can't grow big as long as he has a little man camping on his trail."

Is the Paid-in-Advance Talk Real?

Burks Falls, Ontario, Canada,

September 27th, 1918.

To the Editor of PRINTER AND PUBLISHER:

Sir,—A large number of publishers of country weekly newspapers in Ontario have increased their subscription rates to $1.50 per year, and boast that they have lost few if any subscribers as a result of the fifty per cent. jump. If the higher rates are on a strict cash basis—that is to say, *payable in advance in every instance*—then they have good reason to exult and blow their horns for joy. But if, as I strongly suspect, the great majority of them are still doing business on the old haphazard pay-as-you-please system, it is just a question if they get a net average of one dollar per year on each subscription, after postage, stationery, time, losses of subscription by non-payment, and other expenses have been deducted.

For some years the *Arrow* subscriptions have been payable strictly in advance. Subscriptions not renewed within two weeks after expiration have been and are invariably dropped. One month before the expiration of each subscription the subscriber is notified of the fact by printed circular, in which is enclosed an addressed envelope. Our list was reduced over two hundred by this system but there are no bad debts and loans from the bank have been practically eliminated. We would never even think of going back to the old system under any circumstances.

In advancing our rate to $1.50 per year cash in advance, after October the first of this year, we realize that it is an experiment somewhat in the nature of a gamble, simply because, as already stated, the great majority of country publishers who have increased their rates are still doing business on the old go-as-you-please system.

At a largely attended meeting of the Weekly Press Section of the C.P.A., held in June, 1917, the writer asked all members whose subscriptions were strictly payable in advance in every case to hold up their hands. And in that large assembly only *seven* hands were held up!

Is it any wonder the *Arrow* is making the experiment with considerable trepidation?

Faithfully yours,

A. R. FAWCETT.

A Vision of Former Dinners

WHEN we go out to eat these days we have to sit and wonder, if food controller's hit the list with lightnin' and with thunder, or if he's put some more laws on to choke us from our hash, or if he's took from us our oats, our hay and our bran mash.

And when I see the sugar lump I sit and heave a sigh, for you could stick the bloomin' thing right edgeways in your eye.

And likewise bread is trimmed up thin, and butter, oh by heck, there aint enough doled out to grease the hair upon your neck.

Oh, I like to sit in times like these, and back up twenty years, to them there days what come along and boot away my tears—to the good old days of harvest homes when tables used to groan, and when we ate full to the neck for a quarter of a bone.

We used to take the punkins then, the corn stalks and the beets, and decorate the church throughout, the pulpit and the seats.

And put the big potatoes there, likewise the apples red, and cabbages as big and hard as was the deacon's head—and twine the oak and maple leaves, and spin the golden rod, and have a sample of most things what sprung from out the sod.

And then we had the harvest home—come back once more that night—when stuff to eat was piled up high and tucked in good and tight.

We ate some turkey and some ham, some chicken and some pie, we had a heap of sandwiches heaped up both thick and high. We ate, we did, until we groaned, and then we ate some more, and every course that came along we hollered out "encore!"

And after all that there was done they'd clear away the wreck, and all the preachers round about would climb upon the deck, and tear off jokes ten years of age and try to speechify on top of fourteen kinds of meat and sixteen kinds of pie.

There weren't no food controller then a-hangin' round the place, to see how much you gathered up and shoved into your face.

I'd like to be a kid again just for one harvest home, with sawhorse tables loaded up until they'd creak and groan—with punkin pies and chicken too, with home cured country ham, and best of all, by jing, there weren't no food controllin' man.—ARK.

J. B. Paine Co., Ltd., (Bull Dog Ammonia) are extending their advertising as their distribution warrants, under the direction of J. J. Gibbons, Limited.

Responsibility Helps Develop Any Man

The One-Man Office is a Failure

By GEORGE O. WHEELER, News Editor, Nelson, B.C. News

"WHY is it that so many newspapers lack an attractiveness, a punch, a personality that are supposed to be put there by the men in charge of the various departments?"

The question, so far as the smaller dailies were concerned, was simple. I looked up at my fellow passenger, who was an American publisher, and evolved my answer.

"Of course, speaking generally, the smaller dailies have to suffer from lack of equipment which alone would account for the absence of color or cartoons on page one as are to be noticed on some of the American papers, for instance, which are owned by the pioneer of the city, who has lots of money to spend on——"

"Wait a minute." cut in my friend. "Exactly so, only you're getting past the point." Then he threw away his cigar and leaned over in the seat.

"You say, 'owned by the pioneer who has lots of money', and then you should have said, 'knows nothing of the business and gets the best men he can find to operate each department.' That is the solution: departmental responsibility. Take for instance the telegraph editor or perhaps, on some of the smaller dailies, the news editor. But is he—or is he just the machine of the managing editor or the manager who has been reading heads for so long on his paper that a change looks to him as much out of place as a monkey on a chicken roost and a sure joy-killer to business.

"And so on all the way through. As I see it there is too little scope given the semi-officials on the average newspaper. There is really only one man running things and generally he has his hands so full that he has little time to do more than just keep things in the rut and he does mighty well to do that. His circulation manager may consider himself complimented if he is allowed the privilege of looking through the premium catalogue; the accountant if he may buy $10 worth of stamps and the news editor if he may handle a convention without being told how to do and in the latter case the chances are that the instructions are given in front of the editorial staff at that."

"But there must be a head to every organization," I half said.

"Absolutely, and I am talking in the best interests of efficiency when I say that one man cannot run an institution alone and get the best out of the employees. Nearly every successful business was built up by one man, but invariably he was a man who knew the value of departmental responsibility.

"I am a thousand miles away from my newspaper now, but the sheet will come out this afternoon just as if I were there. I built up my paper with the realization that by getting a dozen department heads interested and using their ideas would in the total be worth more than the aggregate of my own.

"I played up that stand. I got the best pressman I could find and I let those under him know that what he said was final so far as they were concerned. I followed that policy throughout the building. My news editor is king of his department so long as he can cut the mustard, as they say. He makes mistakes. Sometimes I happen along and hear him giving instructions which I would not give. In most cases I let them go unless it is something that really matters and then I always find some way of fixing it up so that no one but he and I knows. Under no circumstances would I criticize him before his reporters or equals in other departments. I do my criticizing in my office and sometimes I go strong too, but he goes out with his head up and—I guess he takes it out on everyone else in his office. But you see the point? I realize that he is with that staff all the time. He has to have their confidence or they won't do their best for him. The same applies in all departments. The result is surprising. The staff knows our paper is a good one. They gather the conclusion that its news editor, foreman, pressman are good men and with that in mind the men pay attention to what they say and I don't care who he is, one man on a job all the time can get better results out of a department than any managing editor or manager can who gives the impression at every opportunity that he is the only man with any brains around the place."

"Still your plan has its weak points," I ventured. "You say that they make mistakes. And many times I suppose they are mistakes which you could have avoided."

"True. But so far as that is concerned I wouldn't have a man on the payroll who didn't make mistakes. I am afraid of the man who doesn't make mistakes. He's too safe. There is no better place for the man with ideas than in the newspaper game. New ideas interest almost every one and a newspaper achieves its greatest purpose when it becomes interesting. There is nothing so dull as reading when it isn't interesting and nothing a great deal more against inducing a person to read than an unattractive paper.

"So I have found that the best way to run my paper is to keep in mind that there are other men who have ideas and that to pull those ideas to my advantage is by giving every man a chance and not always allowing my own personal opinions to enter too much into the judging."

School for Printers' Apprentice

Notwithstanding the number of young men who have enlisted or been drafted for military service, the New York School for Printers' Apprentices opened its doors on September 30th with a good enrolment and prospects for another successful year.

The program of work and studies has been considerably enlarged and improved and the staff of instructors strengthened by the addition of Mr. F. W. Williams, a practical printer and advertising expert of many years' experience. Mr. Williams will be associated with Mr. A. L. Blue, the director of the school and one of its founders, and Frederick A. Blossom, Ph.D., a graduate of Johns Hopkins University, who will continue in charge of the English department.

The coming year will be the seventh in the history of this unique school, which was launched in 1912. It is managed jointly by Typographical Union No. 6 and a group of employing printers and occupies quarters in the Hudson Guild settlement at 436 West 27th St., New York.

The course of study, which is open to registered apprentices afternoons and evenings, includes practical work in type composition, advertising and layouts with educational courses in grammar, spelling, punctuation and proof reading.

The value of the apprentices' school, which is conducted on a co-operative, non-profitmaking basis, is attested by the increase in the attendance from a mere handful of students in 1912 to nearly 400 last year. It is planned to add other departments of the printing trade to the curriculum and thus make the school a model for the entire country, with a view to encouraging the establishment of similar institutions in other printing centers.

The Norris-Patterson Advertising Agency have removed their offices to 10 Adelaide street east. Their new offices are commodious and elegantly fitted up; in modern style, giving an atmosphere of system and progressiveness.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

British Columbia

Roy Carmichael of Montreal *Herald* is spending his vacation at St. Gabriel de Brandon, where he is after the big maskinonge.

The Nanaimo *Free Press*, for the past 45 years owned and conducted by its founder, the late Mr. G. Norris, and after his death by his son, passed under the sole control on September 1 of E. Marshall, who has edited the paper for the past three years.

J. Williamson, Vancouver, who has served on *The World* reportorial and editorial staffs, has been appointed war secretary to the Knights of Columbus. He has left for New York to take up his duties, and from there will proceed to France with a a contingent of the American army.

Mr. Williamson was at various periods of his sojourn in British Columbia editor of the Penticton *Herald*, *B. C. Western Catholic*, Kamloops *Telegram* and Mount Pleasant *Chronicle*. He was also connected with the Coquitlam *Star* during the boom days of the municipality. He is a journalist of many years' experience and will probably be heard from with respect to his visit to the war zone. Lieut. J. S. Williamson, of the Royal Air Force, son, is shortly going overseas; a son-in-law, Gunner Leslie J. McLellan, is serving with the artillery in the present big drive in France.

Pte. David Loughnan, president of the British Columbia branch of the Great War Veterans' Association, and provincial representative on the Dominion executive, has accepted the offer of the editorship of the *Veteran*, the official organ of the G. W. V. A. in Canada, and a publication with a circulation of over 80,000. The present editor, Mr. Stevenson, has resigned. Pte. Loughnan went overseas with the first draft of the 72nd Battalion, and fought with the 16th during the early engagements of the war. He was wounded and invalided home, and after convalescing took a position in the Customs department. Before enlisting he was connected with the Omineca *Miner* at Hazelton, and since his return has written extensively on topics related to the welfare of the returned soldier.

The new editor will take up his duties on October 15, leaving Vancouver shortly after the first of the month. He will sever his connection with the Customs department on September 30. Mrs. Loughnan will not go to Ottawa until next Spring.

Alberta

There seems no prospect of an Alberta press convention this year.

C. L. Willis of the Stettler *Independent*, has returned from a month's holiday in Ontario.

The dry season has made the newspaper business a precarious occupation in some parts of south-eastern Alberta.

S. Fawdry is now the proprietor of the Castor *Advance*, having bought it from the Whiteside estate. He has improved it considerably during the last two months.

M. Andrews, of the Alix *Free Press*, has disposed of his interest in the general store business and has gone back to the case again. He may go into the book and stationery business along with his printing business.

L. H. Dingman, president of *Times Journal* Printing Company, St. Thomas, returned last week from a two weeks' sojourn in New York City.

The provincial association has apparently been dead for four years, just at the time when the problems of the publishing business grew more numerous and important. All of the provincial editors cannot go to Toronto each year, but nearly all could attend a convention in our own province or in B. C.

Business continues good in Central Alberta and there is quite a demand for job work. Prices of paper have increased 110 per cent. since 1912-13, metal has increased 100 per cent., wages 25 per cent. Yet the increase in job prices has been only 10 to 15 per cent, while advertising in many papers continues at the rate before the war. It is no wonder that country merchants do not value advertising more. The editors themselves, judging by their advertising rates, value it as little.

Saskatchewan

W. A. Myers last month took over both the business and editorial management of the *Herald*, Cranbrook.

T. A. Love of the *Gazette*, Grand Forks, spent a few weeks of September on his annual visit with Manitoba friends.

E. P. Hodgins, who published the Redvers *Observer* since 1908, has purchased the Earl Grey *Coronet*, and takes possession Oct. 1

Frank J. Pratt, publisher of the Earl Grey *Coronet*, Sask., has sold his plant, and leaves Oct 1, for Nelson, B. C., where owing to ill health, he has acquired a fruit farm.

W. A. Laing, a former member of the *Miner* staff at Rossland, has recently been named as private secretary to Hon. E. D. Barrow, Minister of Agriculture.

A. S. McDowell, formerly a proprietor of the Redvers *Observer*, has purchased the Lemberg *Star*. Mr. E. S. Workman, for ten years with the Shawville, Que., *Equity*, has come west to manage the office.

Walter Jordan, of the *Review*, Revelstoke, is spending October on his fruit ranch at West Robson, gathering the apple crop. He has almost ten acres in trees, which are just nicely starting to bear.

Jim Grier, formerly of the New Denver *Record*, who in the past has tried out journalism at Lomond, Alta., as well as working journeyman in Vancouver, is back again in the Kootenay—with the W. H. Jones' job office at Nelson.

The Fernie *Ledger*, the miner's union organ in East Kootenay and Alberta, is again being published with Mr. Lawson as editor, and L. P. Sullivan, formerly of the *Herald*, Cranbrook, in charge of the mechanical department. The regular issue is four pages, seven-column.

Some of the weeklies of the right political stripe situated in provincial assessment district headquarters, or thereabouts, are enjoying the luxury of a sale of provincial lands for arrears of taxes. This being the first in five years some of the lists are quite extensive.

The interior papers were quite well represented at the press Association convention at Vancouver last month—almost a week being required for some of them to make the round trip. The West Kootenay delegation was W. B. Willcox, *News*, Trail; H. W. Power, *Kootenaian*, Kaslo, and Walter Jordan, *Review*, Revelstoke.

Der Courier, a Regina German-language weekly which ceased publication in deference to public opinion, will appear next week as *The Courier*, published in the English language and thoroughly British in every way, according to the statement of Conrad Eyman, the editor.

The Estevan *Progress* says that the U. S. Customs officers have had a busy time the past few days opening and examining the hundreds of bags of U. S. newspapers which are being held here on account of instructions from Washington, the object being to suppress a certain article bearing on "Airplane Graft."

It is reported officially that George F. King, of the 52nd battalion, has been awarded the Military Medal. He is a runner or dispatch rider, and has been in the fighting lines for the past two and a half years. In one of the recent big battles his battalion had a hard place in the fighting and many of the boys became casualties. Pte. King is a son of George King, editor of the Dauphin *Herald and Press*, and is well known in Winnipeg and Brandon. Pte. King is a brother of Dr. J. C. King, of Humboldt.

Harris Turner, the blind soldier M.P.P. for Saskatchewan, who took a prominent part in the Dominion G.W.V.A. convention when it met in Toronto in August, is about to launch out into the publishing business with a weekly newspaper. Mr. Turner has been associated with the Saskatoon *Phoenix*, the Saskatoon *Star* and the New Westminster *News*. He is an old Toronto University student and was the first secretary of the Saskatoon G.W.V.A.

Manitoba

Glenboro *Gazette*: Fred Stevens, editor of the Baldur *Gazette*, received the sad news recently that his son had been killed in action on the western front. The young hero, who has given his life, had been a long time with the armies of the Empire and had been wounded three times. Another son of Mr. Stevens is with the colors in England and a third one is training in Winnipeg. Mr. Stevens and family have the sympathy of a large community, and we join with his friends and sincerely and fraternally give him our hand in his sorrow.

Prior to his departure for Vancouver, where he will take a position on the staff of the *Province*, E. H. Scott, formerly telegraph editor of the Wininpeg *Free Press Bulletin*, was presented with a handsome leather travelling bag by his fellow workers of the editorial department. The presentation was made by W. F. Payne, who commented upon the valuable service "Ed" had given to the paper during the past ten years and expressed the keen regret which the announcement of his departure had brought to the members of the staff. In reply Mr. Scott thanked the members of the staff for their gift. He regretted leaving the *Free Press*, he said, where his associations had always been of the most happy character, but he hoped the friendships thus formed would not be lost to him.

Ontario

The Highgate *Monitor* has enlarged to seven columns.

The Blenheim *News Tribune* is installing a new two-revolution Campbell press.

The Thamesville *Herald* has opened a stationery store in connection with the printing office.

The Ridgetown papers have announced a raise in their subscription rates to $1.50 per year.

Mr. Shepherd, superintendent of the Chatham *News*, has been confined to the house for several weeks with typhoid fever.

The Port Colborne *Citizen* on September 19 published the first eight-page all home print paper ever issued in that town.

Walter Potts, a former member of the St. Thomas *Journal* editorial staff, is now engaged on the editorial staff of the London *Advertiser*.

T. T. Shaw, proprietor and editor of the Renfrew *Journal*, has sold his newspaper and business to Mr. O'Neill, his mechanical superintendent.

Cecil Sutherland, late of the Toronto *World* and formerly of the St. Thomas *Journal*, has accepted a position on the editorial staff of the St. Thomas *Times-Journal*.

Word has been received in Vancouver of the death in action of Ronald Campbell Johnston, formerly of the editorial staff of the Vancouver *World*. He went overseas with the Canadian Mounted Rifles.

The Farmers' Publishing Company has secured an Ontario charter with authorized capital of $500,000. It is the outcome of the decision of the recent convention of farmers to start a daily newspaper.

Capt. J. E. P. Rothwell, late owner of the Niagara Falls *Record*, and more recently in command of the Welland post of the Welland Canal Guard, has been transferred to the pay office staff at Divisional Headquarters.

The news received some days ago hy Mr. Miln, of the Miln-Bingham Press, Toronto, regarding his brother, Lieut. John Miln, has been further supplemented by a telegram which stated that his injuries consist of multiple gun-shot wounds.

Corp. C. J. Wilson, 316 Dovercourt Road, Toronto, is again reported wounded. He went overseas with Col. Belson's Battalion and was reported wounded in April, 1917. Before going overseas he was an ad writer with the H C. MacLean Publishing Co.

Pte. William E. Tinsdale, of 57 Bolton Ave., formerly a printer on Toronto *Saturday Night*, is officially reported wounded on Aug. 30, and admitted to hospital at Boulogne. He was born in Toronto 28 years ago, and has been serving in France since April.

Main Johnson, who since 1912 has been principal private secretary to the Hon. N. W. Rowell, has accepted an editorial post on the Toronto *Star*, with which he was associated before going with Mr. Rowell. He is, therefore, resigning from his present position.

The Bridgeburg *Review* recently published a very interesting and exceedingly well written letter from George Johnston describing a trip through the Lake Region of Scotland. Before going overseas Mr. Johnston was New York State editor of the Buffalo *Express*.

A happy event occurred in the business of the Toronto *Globe* when David W. Waddell, cashier, for 37 years a member of The *Globe* staff, was presented with a purse of gold by his office associates as an expression of their recognition of his geniality and helpfulness, their cordial wishes for his continued association with them, and for happiness to him and his in the years to come.

The Hess Typesetting Company of Toronto is suing Ernest E. Greenway, Dudley Elliott and Sinclair and Valentine for $2,500 at the non-jury assizes before Mr. Justice Latchford. The plaintiff company alleges that the lack of proper heating facilities caused damage to the typesetting machines to the extent of many thousands of dollars.

AD B. C.

Pte. Harold R. Wood has been wounded and shell gassed. He went overseas in April, 1917. He is 29 years of age, was born in Toronto, and is single. He was a compositor at the Soole Printing Co., Toronto. He is a son of Mr. and Mrs. A. E. Wood, 60 Pauline street. He went overseas with the 208th, and was transferred to the 4th Canadian Machine Gun Battalion. He was wounded on August 31.

John Darwen, for some time superintendent of the Merchants Printing Company, Kitchener, has started in business and is now located on King street of that city. On his leaving the staff of the Merchants Print wished him all success in his new venture, the proprietor also joining in voicing the same sentiment. Mr. Darwen was on the staff of the MacLean publications before going to Kitchener.

Theo. Bates has accepted a position in St. John, N. B., after working at the Guelph *Mercury* for about seven years. Before going to Quelph, Mr. Bates was operating on the Toronto *Telegram*. Before leaving Guelph, Mr. and Mrs. Bates were waited on by their friends of the Church of Christ. Mrs. Bates was given a cut glass set, and Mr. Bates a leather bound set of Dickens. Before leaving the *Mercury*, Mr. Bates was given a handsome club bag.

Lance-Corp. Lawrence (Larry) A. C. Panton, formerly of the business staff of *The Toronto Evening Telegram*, is wounded in the right thigh and is in No. 2 War Hospital, Reading, England. He enlisted with the 2nd Field Company, Canadian Engineers, as a signaller, at Ottawa in December, 1915, going overseas the following July. He had been employed with the *Telegram* since July, 1914. He was born in England, and is about 23 years of age.

Three former members of the Stratford *Herald* staff have recently been shifted from England to France among Canadian reinforcements. Lieut. George M. Dingman, former *Herald* reporter and assistant to the manager, is now with the 78th Canadians; Pte. Ross C. Keane, former editor of the *Herald*, is with the 1st Canadians, and Pte. Len Lavelle, reporter, is with the 18th Canadians. The battalions the three are with are all fine fighting battalions, the 1st and 18th dating from the beginning of Canada's participation in the war.

Pte. Stuart A. MacKinnon, aged 21, son of Mr. Angus MacKinnon, of Oakville, and a former member of the business staff of the Toronto *Star*, was killed in action September 2. He formerly lived at 16 Spencer Ave., Toronto. Pte. MacKinnon went overseas with the 198th Battalion and was later transferred to the famous 75th. His brother, Gordon, who went overseas with the Divisional Signalers, has been invalided home after recovery from spinal meningitis.

A well-known Kitchener printer, Lance-Corp. Andrew Burnett Robertson, husband of Mrs. Evelyn Robertson, 94 Locust street, was reported killed in action on September 2. He was horn in Galt forty-two years ago, and was employed as a printer in that city, in Toronto and in Boston, Mass., about twenty-five years, coming to Toronto about three years ago. He enlisted with the 236th (Maclean's Highland) Battalion, and was later transferred to the 72nd (British Columbia) Highlanders. He had been in France since last February.

Pte. Grenville Henry Ewens, son of the late G. H. Ewens, manager of the publishing department of the Methodist Book Room, is another well-known West Toronto lad to have fallen while fighting for his country. His mother, who resides at 190 Evelyn Avenue, received the official intimation that he had been killed in action on September 2. When but 17 years of age he joined Col. Hagarty's Battalion, but when that unit was disbanded he was transferred to the 198th. In England he was drafted to the 75th Battalion, and went to France on March 1 of the present year.

A meeting was held in Toronto on October4, of the publishers of the newspapers in the Midland Counties of Ontario, and they discussed means of abating the free publicity nuisance, the problem of securing foreign advertising, etc. An effort will be made to secure uniformity. It was decided that for printing municipal voters' lists the minimum charge should be seven cents a name.

The publishing firm of Vanderhoof, Scott & Company, Limited, Toronto, has failed. An assignment was made on September 27th to G. T. Clarkson & Co. The firm was the publisher of The *Canada Weekly*, formerly The *Canada Monthly*. The *Canada Monthly* was established in 1906 and was published in London, Ontario. Last December the publication became a weekly, and the head office was moved to Toronto.

Flight Lieut. Kendal Lucas, son of Attorney-General Lucas, is on his way home from the Italian front for a furlough of two months. Lieut. Lucas went overseas with the first Orpington Hospital staff. He took the flying course and for some months he was flying in France. About three months ago he was transferred to the Italian front, where he has been doing considerable flying. Before going overseas, Lieut Lucas was on the Toronto *Telegram* staff.

Word has been received in Stratford of the death in action of Lieut, Gerald W. Megan. Lieut. Megan was born in Stratford 33 years ago and received his early education here in the separate school and the collegiate. He later graduated from the University of Toronto and after remaining in Toronto for several years went to Montreal where he was connected with the Financial News Bureau until the outbreak of the war.

Word has been received in Brantford from Mrs. H. B. Preston, who is in London, England, that her husband, Lieut. H. B. Preston, son of T. H. Preston, ex-M.P.P., publisher of The Brantford *Expositor*, had been killed in action. He left with the first Brant Battalion, and was later transferred. He was wounded in the drive for the Drocourt-Queant line, but as the four other officers of his company were all disabled he carried on and later met death. He graduated in Toronto, and prior to his enlistment had been on the editorial staff of The *Expositor*.

Lieut. G. G. Rooker, for several years western representative of The Toronto *Globe* and later advertising manager of the *Daily Times Journal*, Fort William, has now returned to France after evacuation from hospital in England, and has been given the command of a French Mortar Battery in the First Canadian Division. Lieut. Rooker enlisted in the summer of 1915 and proceeded overseas with a special draft of officers a year later. For the first few months in France, he served with the Fifth Canadian Infantry Battalion.

Rous & Mann, Toronto, have turned out a Victory Loan poster to the order of E. W. Gillett & Co. The original lithographed poster of policeman and small boy has been in use for some years, and probably ranks amongst the best known of Canadian posters. The reproduction in tri-color (produced in a very limited time) is an ingenious adaptation for Victory Loan advertising presented by E. W. Gillett Company in quantities to Victory Loan, 1918, advertising committee. The work is well done, and the conception of adapting this well known poster to Victory Loan work was indeed a happy one.

W. S. Dingman, vice-chairman of the Ontario License Commission, and Mrs. Dingman, 579 Jarvis street, Toronto, received word that their son, Lieut George Dingman, has received a gunshot wound in the right ankle, and has been admitted to a hospital at Le Treport. He enlisted in 1915 and in July 1916, went overseas with the 78th Manitoba Battalion, and served for a year in England as adjutant and quartermaster with the Forestry Corps, but later transferred to the infantry, and had just been in action a little over a month when he received his wound. Lieut. Dingman was born in Stratford twenty-five years ago, and after graduating from the Stratford Collegiate Institute he joined the staff of the Stratford *Herald*, where he was assistant business manager when he enlisted.

A large number of J. A. Lambert's friends assembled in Allen's Hall, Mount Forest, and presented him with an address and a handsome leather club bag furnished with a full line of brushes prior to his leaving for Toronto. The address was read by G. L. Allen and the presentation was made by R. W. Gardiner. Mr. Lambert made an able and feeling reply, touching upon the death of his wife as being the cause of his selling out his newspaper business and residence to make his home at present with his youngest son, Elmer, in Toronto. He was reluctant to leave the town of his adoption for about 39 years and its friends and citizens would always have a warm place in his heart. Eulogistic addresses were given by Col. J. J. Craig, W. A. Clark, M.P.; W. Chambers, M.P.P.; R. W. Gardiner and others, all expressing appreciation of Mr. Lambert's services as an editor and citizen and regrets at his departure. Mayor Clark occupied the chair and added his personal esteem in an interesting address. The guests were entertained at luncheon at Lamont's restaurant, after the completion of an interesting programme.

The Robert Bailey Company, a Chicago firm, has failed in its action against the Hamilton Herald Printing Company. Judgment in the case, which was tried in the ninth division court several months ago, was handed down by Judge Gauld. The plaintiff company's claim was for $86, balance alleged due on a contract made by the defendant with the plaintiff for a furniture cut service. In giving judgment dismissing the plaintiff company's action, Judge Gauld stated that the uncontradicted evidence given by George Davis, advertising manager of the *Herald*, established beyond a doubt that the cuts supplied by the plaintiff were not suitable to the Hamilton trade.

One of the most prominent men in Toronto journalistic circles has passed away in the person of Joseph A. Wall, editor-in-chief of the *Catholic Register*. The late Mr. Wall had held that eminent position on the leading Catholic religious publication for nearly three years, and was known and respected from coast to coast, through his many and varied writings. The late editor was born in the small town of Antigonish, in Nova Scotia, fifty years ago, and there received his early education. After graduating from the University of Dalhousie at Halifax, he took a law course, and commenced to practice in 1892. Two years later he sold this practice and took over the editorship of a small religious publication, the *Casket*, and remained in that capacity until 1899. He then recommenced his law practice, and was rapidly rising to the top of his profession when he was offered the honored position of editor-in-chief of the *Catholic Register*, in Toronto, coming here three years ago.

Peterborough *Review*:—Dr. S. P. Ford, of Norwood, accompanied by his brother, Rev. W. J. Ford, of Glencoe, called at The *Review* office to renew old acquaintances. It is not often that a man graduates from a newspaper office to the pulpit, but that is what Rev. Mr. Ford did. He was an employe in the mechanical department of this paper sixty years ago, when it was edited by Hon. Thomas White and owned by Robert Romaine. Mr. Ford went to Norwood, where he had learned his trade, and intended to start a newspaper there in partnership with his brother, Dr. Ford, one to be editor and the other publisher. Mr. Ford went to Toronto to purchase material for his new venture, but after a few days sent back word that everything was off and that he intended to study for the ministry. He entered Victoria College and graduated in 1872. He retired from the ministry in 1913 and made his home in Glencoe, where he had been formerly stationed.

Rev. Dr. William Briggs, Book Steward of the Methodist Book Room, handed in his resignation from that position to the General Superintendent. This was not generally known till late in the day. During the discussion which took place on the question of age limit for Church officials, which immediately affected Dr. Briggs, the veteran Book Steward was present nearly the whole of the time. He followed closely with his usual placid air the progress of the debate. The doctor is eighty-two years of age. He was born at Banbridge, near Newry, in the north of Ireland. He came to Canada about sixty years ago, and has been for that period a minister of the Methodist Church. As a pastor and as a Church official, he was popular and an energetic worker. He has seen the Book Room grow from modest dimensions into the greatest publishing house in Canada, and its success has been due largely to his able and sagacious leadership.

Quebec

Captain J. Reid, R. E., has returned to the Montreal *Herald* after serving four years overseas. He has been transferred to the Reserve in order to give him time to recuperate.

The Misses Portia and Dorothy Hicks, two gifted young ladies who share the family leaning to journalism, have returned to New York after spending the Summer at St. Gabriel.

J. J. Gallagher, the Montreal advertising agent, formerly with the Acton Publishing Co., has returned from a holiday spent at St. Gabriel de Brandon, which is becoming very popular with the newspaper fraternity. Roy Carmichael of the Montreal *Herald* and his family summer there, and Miss Gordon of the *Herald* business staff also spent her vacation at the pretty little resort on Lake Maskinonge.

Verdun *Echo* has started a new feature, "The Insider's Point of View," in which it comments fearlessly on many topics left alone by the dailies and also publishes news, views and speculations which circulate amongst newspapermen without generally getting into print. The editor of the *Echo* is a Montreal newspaperman with a dozen years' acquaintance with inside news sources and his new column has attracted widespread attention and seems likely to add to the influence of the go-ahead weekly which is published in the constituency of the Minister of Justice.

"Bill" Hicks, sporting editor of the New York *Evening Journal*, is spending a holiday at St. Gabriel de Brandon, visiting his father, W. H. Hicks, who retired to a farm near his boyhood's home after forty years as a newspaper reporter and editor in Canada and the United States—a career which started with the first number of the Montreal *Star*, and progressed to the "desks" of various New York dailies. "Bill" Junior is a chip off the old block.

Several French-Canadian weekly newspapers have met for the second time last week in Montreal and have organized an association which will comprise most of the French weekly press in Canada. The organization has been founded with a membership of twenty-one of the most prominent weekly publications in Quebec and Ontario under the name of "L'Association des Periodiques Canadiens Francais Catholiques." It has been formed with a view to protect and promote the interests of that class of publications and to standardize the best methods adaped to periodical publications. An organization of that kind has been needed for several years among the French weekly and periodical publications and it is hoped that the new association will have all the success it deserves.

Maritime

The City Printing Co. of Halifax has installed an Intertype machine.

Compositors are still scarce as there are not many printers among the returned soldiers.

The cost of land and building to-day in Halifax is higher than in any city in Canada.

The Canada Metal Co. have purchased a lot of land in Halifax for factory purposes.

Halifax City is again hard pressed for small job feeders as the small boys who worked through their holidays have gone back again to school.

Charles Barnes, who had been manager of the Litho Department of the Royal Print of Halifax for a number of years, has severed his connection with that firm.

We understand the Richmond Printing Co. of Halifax have purchased some land on the outskirts of the city and intends to build a printing plant in the near future.

The Weeks Printing Co. of Halifax have put in individual motors. While printers and binders are busy, it is owing to shortage of help rather than extra volume of business.

J. L. Stewart, of the Chatham *World*, who was the only New Brunswick editor in the press party that went to England and France from Canada, has been kept pretty busy since his return addressing public meetings on what he saw of the war effort of the Allies. He has given seven addresses in town and nearby places, and accepted engagements in Fredericton and other towns.

J. C. Jones, President of the Printer's Supply Co. of Halifax, has been touring Nova Scotia, New Brunswick and Prince Edward Island in an automobile accompanied by his wife. They are taking a leisurely three weeks' trip.

Notwithstanding the fact that wages to-day are 10 to 15 per cent. higher than last year, paper 25 per cent. higher than last year and 100 per cent. higher than 1914, some printers are tendering on work lower than last year. This is due to lack of knowledge of costs or fool tendering. A job in Halifax was tendered from $22.00 to $59.00. Mr. Clancey of the Imperial Publishing Co. figured the stock at $25.00 and the job to pay $59.00. Can you beat that? Of course, the Imperial did not get the job.

Newfoundland

The Bell Island *Miner* has installed a wire stitcher in its job department.

The Curling *Western Star* has just made considerable additions to its equipment, including another cutter and a wire stitcher.

The St. John's *Daily Star* is installing another Intertype, one of the latest type, which is quite an addition to its already large equipment.

Rev. A. G. Bayley, editor and publisher of the *Mark*, of Bonavista, is now touring the west coast of Newfoundland in the interests of education.

Geo. Roberts, J.P., ex-M.H.A., and former editor and proprietor of the Twillingate *Sun*, has been appointed stipendiary magistrate of Twillingate.

J. S. Curry, M.H.A., editor, St. John *Daily News*, who was Newfoundland's representative on the press deputation to England and France, is expected to arrive home about the first October.

The St. John's *Daily News* is considering some additions to its type setting equipment, in order to keep its plant up to date in that respect. It already has a battery of four type casting machines.

W. A. McKay, foreman of the Harbour Grace *Standard*, accompanied by his daughter visited Trinity, Newfoundland, during the early part of September, and spent several days in that historical town.

W. B. Temple, editor and proprietor of the Twillingate *Sun*,

Current Events in Photograph

THE BAND COMES BACK.

The photo presented herewith is typical of the changed condition of affairs in France. The band, which has been sent to the rear, is marching back through the quiet French villages to once more find its quarters near the front. It is a circumstance that marks the passing of the period of retreat and marks the days of the advance.

Laco Lamps Are At Least Fifty Per Cent Better

Two Ways to Obtain 3000 Hours Light:—

3 "Ordinary" 40-Watt Tungsten Lamps (supposed to burn 1000 hours each) at 38c - **$1.14**

2 LACO 40-Watt Tungsten Lamps (guaranteed to burn 1500 hours each) at 40c - **$ .80**

A Saving of 34c on First Cost Alone

and probably *more*---for tests have proved that very few lamps, other than Laco, will live up to their expected life, even though it be only 1000 hours---whereas Laco lamps frequently exceed even their exceptional guarantee.

Savings on other Styles and Sizes are as Great

The Laco 1500-Hour Guarantee Makes Laco the Cheapest Lamp to Buy

The Finance Minister Says, "Economize" You Can Do It With LACO

SAVE MONEY—BUY LACO LAMPS—THEY OUTLIVE ALL LAMPS

LACO
QUALITY GUARANTEES

LACO LAMPS both **tungsten** and **nitro** are guaranteed to have a life, after installation, of

1,500 hours except the 60 watt nitro, life of which is guaranteed to be 1,000 hours.

Lamps burning less than guaranteed number of hours will be replaced on basis of hours they burn.

Full allowance will be made for loose base lamps or lamps turning white when installed.

Full allowance will be made for lamps broken in transit providing the breakage exceeds five per cent of the invoice value of the entire shipment.

REDUCES RENEWAL COSTS AND LABOR EXPENSE INSTALLING NEW LAMPS

The Power Controller Says, "Save Electricity" You Can Do It With LACO

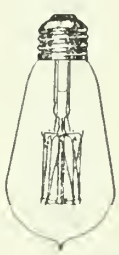
No Other Lamp is Guaranteed for More Than 1000 Hours

Laco Lamps are also Guaranteed to give the Candle-power United States Standard Specifications Provide

LACO LAMPS

Are Sold at the Fairest Possible Price, and are Worth Every Cent of Their Cost

Without Expense to you, our nearest office will have laboratory tests made of any of your lamps to prove our claims.



Canadian Laco-Philips Co., Limited

Montreal Toronto Winnipeg Vancouver

is visiting St. John's, Newfoundland, where he is purchasing additional equipment for his printing plant at the northern metropolis.

John Leamon, one of the directors of Licks & Co., printers and stationers of St. John's, is now on a visit to Hamilton, Ont., attending the general conference of the Methodist church as a lay delegate from Newfoundland.

W. J. Scott, J.P., at one time editor of the *Northern Standard* of Twillingate, and late magistrate of the same town, has been appointed magistrate of Grand Falls, where the Harmsworth big paper mills are situated.

The Trinity *Enterprise* has moved into new and more convenient quarters. During the moving, which occupied five weeks, the *Enterprise* was suspended and made its first appearance from its new home on 7th September.

The latest publication to make its debut in Newfoundland is the *Freshwater Recorder*, a monthly paper printed at Freshwater, Conception Bay, which appeared for the first time in September. It is edited by Rev. Hy. Royle. It has chosen as a motto "I serve."

John C. Pudister, manager St. John's *Daily News*, goes to Canada the early part of October. He hopes to reach Hamilton in time to attend the Methodist general conference being held there, and to which he has been appointed a lay delegate.

C. T. James, editor of the St. John's, Newfoundand, *Evening Telegram*, toured the south coast of Newfoundland during the month of September. He spent several days at his old home, Channel, and returned to St. John's on September 21.

St. John's, Newfoundland, although under lighting restrictions, was during the last week of September equipped with an extensive system of illumination, for besides its own *Daily Star* there was the *Western Star* and also the *Sun* of Twillingate within its precinct.

A. L. Barrett, editor of the *Western Star*, of Curling, accompanied his wife to St. John's on the 20th September. Mrs. Barrett, who has not been in good health for several months, goes to the General Hospital for surgical treatment, and her many friends trust she will shortly return home thoroughly restored in health.

Notwithstanding the installation of type casting and other labor-saving machinery by almost all the newspaper establishments in Newfoundland the problem of help is becoming more acute than ever, due to some extent to the war but in a large measure to the increased volume of work, and the abandonment of the apprentice system.

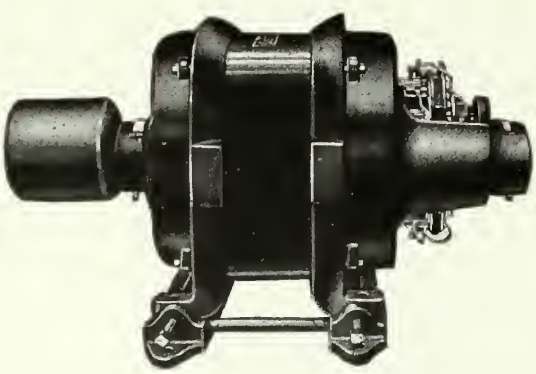
Sir P. T. McGrath, managing director and editor of the *Evening Herald* of St. John's and chairman of the Newfoundland Food Control Board, is now visiting Canada and United States of America in connection with the food problem, he having left St. John's on 5th September for Montreal. His trip will entail several days at Ottawa and Washington.

How the Optimist Looks At It

Burk's Falls *Arrow*:—A contemporary complains that some of the business and professional men in his town send their printing to Toronto offices. Why, bless your heart, our hotel here has been doing that for many years and does not even subscribe for *The Arrow* But that does not worry us in the slightest degree—we get all the work we can do and had to refuse several good jobs within the past month. We can beat Toronto prices every day in the week and then earn a decent living.

For the first time in sixty-four years the Ontario Journal, formerly the *Berliner Journal*, a German language newspaper, was printed in the English language. Unsuccessful efforts were made by the publishers to have the Government stay the order in Council until November. The first German newspaper was published in Kitchener in 1837.

At the request of Ira Nelson Morris, American Minister to Stockholm, M. Boevgren, the Swedish Minister of Justice, has ordered that action be brought against the newspaper *Aftonbladet* of Stockholm for having injured a foreign power and making an attempt to interfere with the amicable relations existing between Sweden and the United States, says a Copenhagen despatch to the Exchange Telegraph Company. Mr. Morris asked that action be taken because of articles which have appeared in the *Aftonbladet* regarding America and the war and containing personal reflections on President Wilson.



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is applied patriotism of a very practical kind because they save *your money* and conserve the country's fuel supply

THIS saving is accomplished by the fact that every time a Kimble motor runs a press *below maximum speed*, it cuts the consumption of electricity correspondingly.

It also gives you 18 speed changes under instant control of the feeder—exactly the right speed for each job; starting at slow speed if he wishes till he "gets his hand in," then speeding up by easy gradations.

Our Bulletin, "Kimble Single Phase Variable Speed Cylinder Press Motor," is doubly worth having and reading, just now, when labor and fuel shortage are so imminent. Send for it.

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HOE—Two revolution 7 col. quarto, table distribution, rear tapeless delivery, 4 form rollers, 4 distributors.
CAMPBELL-CENTURY—Two revolution, bed 23 x 28, 2 form rollers, 4 distributors, table distribution, trip, etc.
WHITLOCK—Drum cylinder, bed 25 x 34, table distribution, rear tapeless delivery, 2 form rollers, 4 distributors, back-up.
DIAMOND—Cylinder, bed 24 x 32½, 6 col. folio, with power fixtures.
14 x 22 Universal.
10 x 15 W. & B. Gordon, steam fixtures, long fountain.
26" W. & B. cutter.
30" W. & B. lever cutter, plain back gauge.
No. 1 Linotype.
Roger Typograph.
¾ h.p. Diehl electric motor, speed 1,125, 230 volts.
¼ h.p. Century motor.
12" punching machine, with 4 round-hole punches and members.

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THE STEEL COMPANY OF CANADA LIMITED
5 LBS.
No 25 Round Wire
No Flat Wire
TINNED STITCHING WIRE
HAMILTON MONTREAL TORONTO WINNIPEG VANCOUVER CO.

Reliable
Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

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Brass Rule Made to Order — *Roller Composition and Casting*

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PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Letting You Into A Secret

THEY were talking about things in general — Jones and Brown. But it was easily seen by Jones that Brown talked with a positiveness and definiteness lacking in himself. Brown evidently had real knowledge about things and this gave him an assurance lacking in Jones. Jones found himself talking in generalities, and he had the sense to know that what he had to say wasn't very convincing. In the end he spoke up. "Brown, tell me, where do you get your information? You talk like one who knows. You use facts to fortify your opinions, and you seem to have a wealth of information about things Canadian. What's the secret of your greater confidence and knowledge?"

And Brown said: "I'll tell you, Jones, how I have strengthened myself in confidence and knowledge, as you put it. I read my newspaper in a new way now, and I make it a point to know a good deal about Canada, the land of my birth, residence and affection.

"For years—until I was forty—I read newspapers, as many others do—pretty thoroughly. I read about accidents, and meetings and fires, and everything else. One day I woke up,—was awakening up, to tell the truth—to discover that I was just frittering away time when I read everything.—Then I determined to concentrate my interest on matters Canadian—the things about Canada that really matter.

"I wanted direction. I needed a focal point, as it were. What should be skipped, and what should be read closely? I was floundering. I am not much of a politician, and I abominate party politics. I wanted to see things fairly.

"Then one day I made the acquaintance of THE FINANCIAL POST. It seemed to me to give me the direction I needed. I found it was sifting things for me, and giving current affairs their right proportioning. At any rate, it was a new kind of newspaper to me, and I read it with zest.

"I am a business man, and business in its larger aspects is the special field of THE FINANCIAL POST. I found the paper written in a readable way, and that it has a breadth of interest pleasing to me. So I subscribed for THE POST, and every Saturday and over the week-end this paper is pretty thoroughly ready by me.

"I find that the reading of this paper helps me get out of my daily newspaper the meat in it. As a matter of fact, I read my daily newspaper and other papers with a new and informed interest which makes my reading a profitable thing.

"I read somewhere that an hour a day spent on any subject would make a man master of that subject in 10 years. Well, I do not know that I am seeking to be a master of Canadian affairs, but I do know that for the past two years or so I have been having a new joy in life. I am really trying to know my Canada.

"I clip a good deal, and my scrap-book on Canada is a treasure house for me, I collate the material I put in that book, and whenever I want to read up any particular subject, I have before me, gathered up, a surprising amount of material obtained from many sources.

"I take luncheon at the Club daily. There are eight of us who gather daily at the same table. One is a wholesaler, another is a banker, another a publisher, another a manufacturer, another a manufacturers' agent—and so on. We have a representative gathering.

"We talk about many things, and about Canada most of all. I take great satisfaction from the knowledge that I am able to hold up my end of the conversation. To tell you the truth, it is this reputation that spurs me on to keep myself brushed up all the time. I own up, also, to practising a little subtlety. I guide the conversation in the direction of a subject that I am well informed on, and then I bide my time, letting others wrestle with it until they have told all they know. Then is my chance, and I am able to say something useful to a company that is attentive.

"Jones, if you want to improve the quality of your information, read purposefully, objectively. Cut out the reading of everything under the sun. You are a business man, the same as I am. Why not read definitely along the line of business? You will find it a most pleasurable kind of reading, and you'll find that you will acquire the sifting mind which will enable you to pass over a lot of stuff of no value to you, and seize on material of real value.

"I recommend THE FINANCIAL POST as a paper that will give your reading direction. It has helped me much, and I believe will help you. At any rate, it is easy to try it out."

IF JONES wants to try out THE FINANCIAL POST he can have it go to him by mail for four months for a dollar bill. One thing that ought to impress and please Jones is that THE POST is not a one-man paper. It is produced by many men, each a surpassingly well-informed man on the subject he writes. One man writes on matters pertaining to agriculture, another on the iron and steel industry, another on the food problems and milling and cereal subjects, another on insurance, another on textiles, and so on. The special contributed articles which are a regular feature of THE POST are by authorities or by men of position. Besides which, THE POST surveys many fields of interest, and this survey is world-wide. It is a meatful paper, in very truth, and assures those who read it regularly an amount, kind and quality of reading not commonly found in a single newspaper. If you would make your daily reading take on a new interest and value, we suggest that you should sign and forward the coupon opposite.

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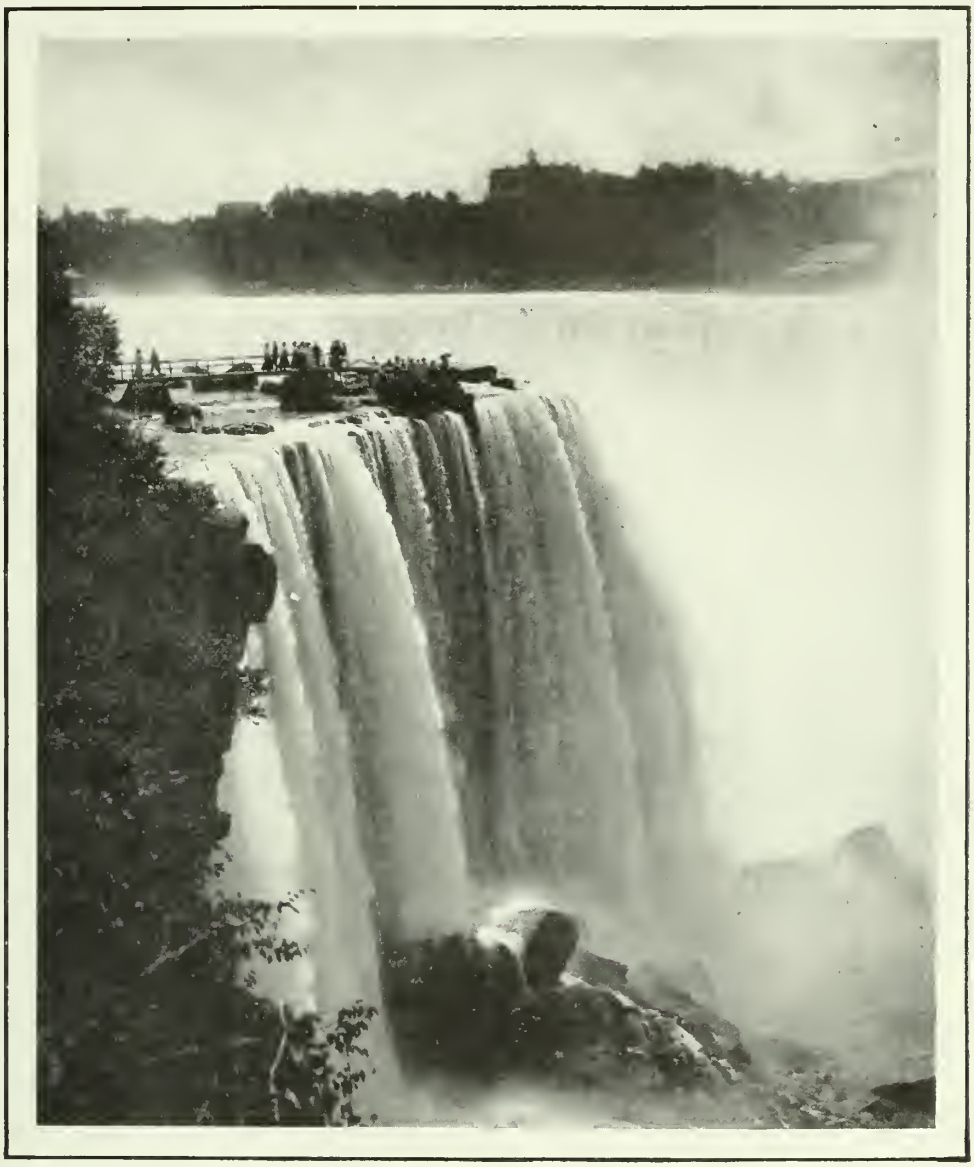

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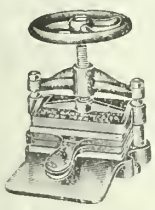
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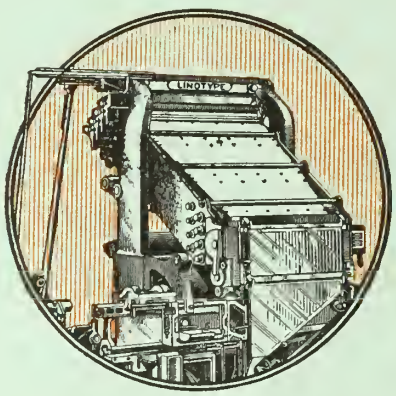

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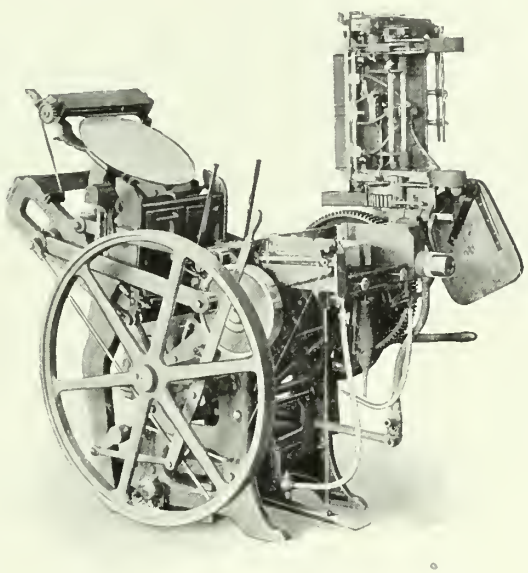
10 x 15

Feeds any size 3½ x 5½ to 10 x 15, from onion skin to heavy cardboard with perfect register on all color work. Can be attached to Old or New Series C. and P. Presses.



Feeder Raised to Facilitate Make-ready

12x18

Feeds any size 5½ x 8½ to 12 x 18, from onion skin to heavy cardboard with perfect register on all color work. Can be attached to Old or New Series C. and P. Presses.

Eliminate waste of materials and labor by adding Miller Feeders. Give your customers maximum efficiency of quality and production obtained from Miller Automatic Feeders.

Scores of Canadian printers use them—each one is a standing advertisement. Will send testimonials.

Miller Feeders and Miller Saw-Trimmers have stood the test of time. They are the recognized standards for printers of every size—Everywhere.

Write for descriptive matter, prices and terms of Miller Feeder or Miller Unit—comprising Miller Feeder, Chandler & Price Press, Horton Pulley, Fountain and Vibrator.

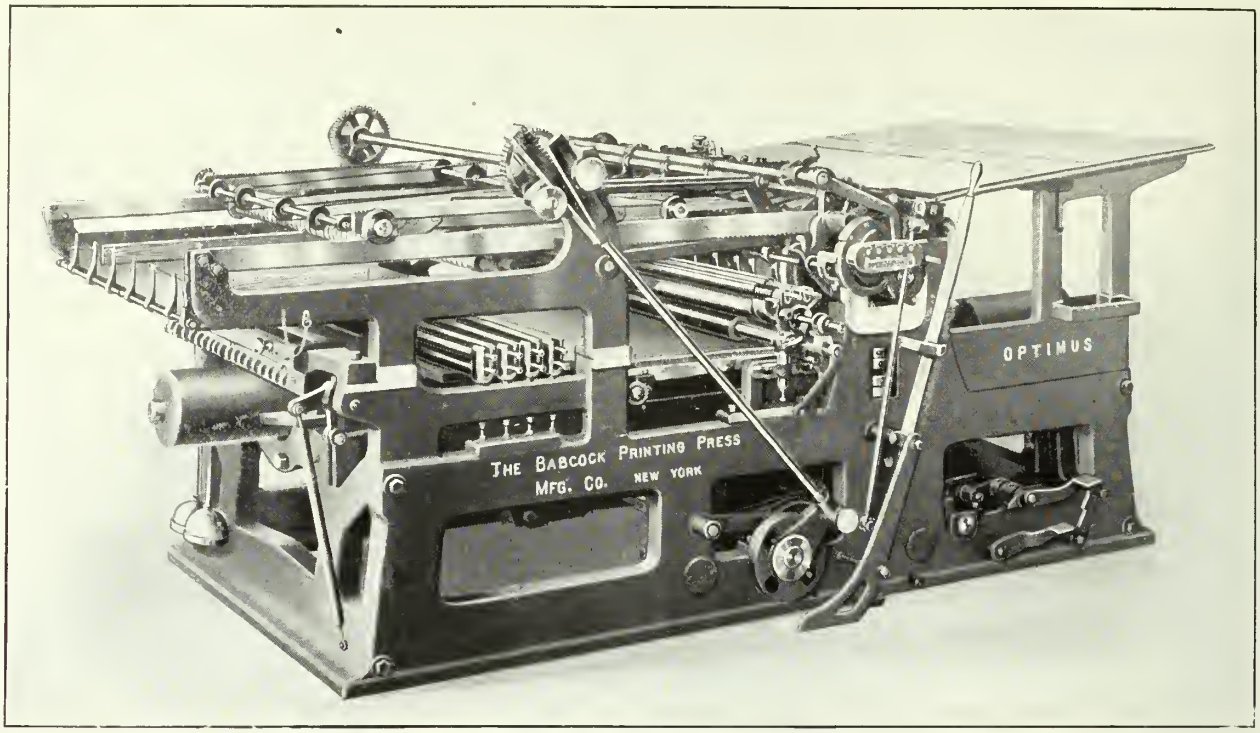
Exclusive Agents for Canada:

Toronto Type Foundry Company, Limited

YORK AND WELLINGTON STREETS, TORONTO

Montreal Winnipeg Regina

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT



BABCOCK PONY "OPTIMUS" PRESSES

Have never been equalled in printing small forms, with big profits.
No. 35 prints a sheet 23" x 33" or 22" x 34".
No. 41 prints a sheet 25" x 38".
No. 43 prints a sheet 25" x 38".

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT. 38 PARK ROW, NEW YORK CITY.
Miller & Richard, General Western Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba.

Winter Rollers

MADE *RIGHT.*

FOR GOOD PRINTING, AND LONG LIFE.

SEND YOUR CORES NOW.

PRINTING INKS
PADDING GUMS
EMBOSSING INKS
VARNISHES
COLORS
DRYERS

CANADA PRINTING INK CO., LIMITED
15 DUNCAN STREET, TORONTO

SOME WAYS OF SHOWING

PATRIOTISM

Which Every Printer Can Use for His Own and His Employees' Benefit

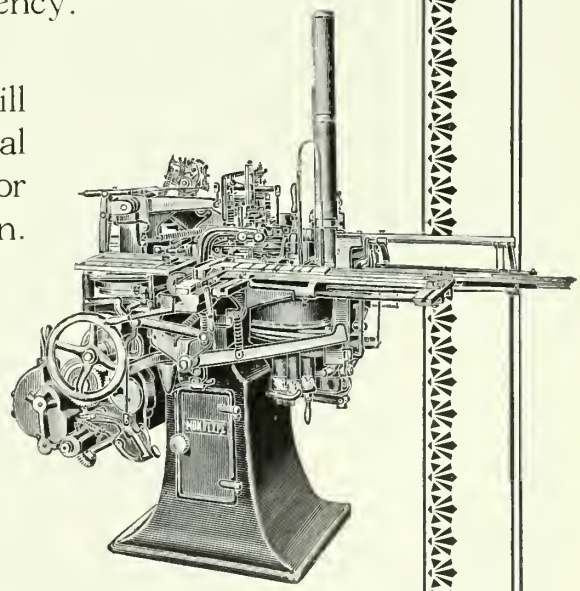
Buy Liberally of Victory Bonds and contribute generously to the Red Cross and all other war relief funds.

Encourage your employees who are in the draft by assuring them of employment upon their return.

Install modern labor-saving machinery to increase the efficiency of those not yet called and those who, for physical reasons, are unable to go into the fighting force.

Teach all your compositors the modern Monotype methods of composition and composing-room efficiency.

Install Non-Distribution so that there will always be an abundance of new material for your compositors and new type for each job, to save the time of your pressmen.



LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

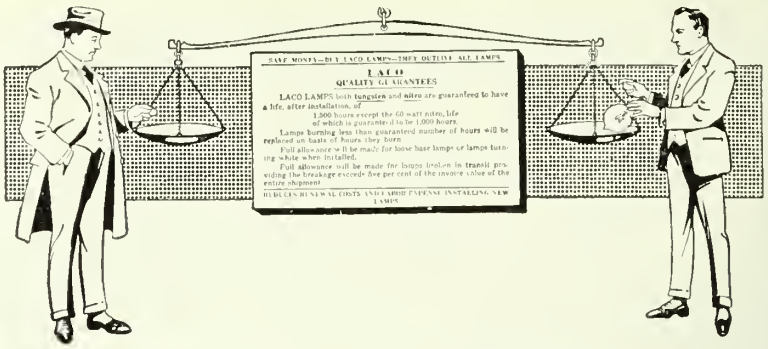
NEW YORK BOSTON
CHICAGO TORONTO
Monotype Company of California, SAN FRANCISCO

197

This advertisement is composed in Monotype Nos. 38 and 79 Series and Monotype Border and Rule

"Rock Bottom" Lamp Prices

The Value of a Lamp Depends upon Three Factors:—



INITIAL COST

One 40-watt LACO Tungsten costs 40c. One "ordinary" 40-watt Tungsten costs 38c.

LENGTH OF LIFE

But two 40-watt Laco Tungstens burn 3000 hours, while it takes at least three ordinary lamps to last as long.

CURRENT CONSUMED

And Laco Lamps have been proved to burn 25 to 50% less current, to effect the same light.

The savings on other styles and sizes of Laco Lamps are equally great.

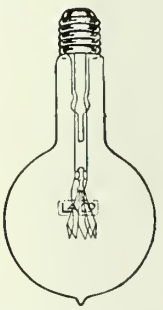
LACO LAMPS

Laco Lamps Are Guaranteed for 1500 Hours Useful Life
(excepting 60-Watt Nitro guaranteed for 1000 hours life.)

No other Lamp is guaranteed for more than 1000 hours. Laco Lamps are also guaranteed to give the Candle-Power U. S. Standard Specifications provide.

Laco Lamp Prices Give the Purchaser Greatest Lamp Value

Let the Laco Engineers investigate your lighting problems and devise the correct installation to meet your needs.



CANADIAN LACO-PHILIPS CO., LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER

Paper, Box Boards and Specialties

Yours For the Best Deliveries

Extensive connections with leading manufacturers place us in a position to assure the best deliveries that can be had. Get our prices on the following quality lines:

BONDS	GENUINE VEGETABLE PARCHMENT
BOOK PAPERS	GREASEPROOF and GLASSINE
COATED	NON-CURLING GUMMED PAPERS
PLAIN and Coated	STAY
BLANKS	BLOTTING
BRISTOLS	COVER PAPERS

Plain and High Grade BOX BOARDS

PAPER SALES LIMITED

Bank of Hamilton Building - TORONTO, Ontario

HOLLISTON
BOOK CLOTHS

It is a difficult matter for any description to do full justice to HOLLISTON BOOK CLOTHS. Suffice it to say that the enormous and ever-increasing demand for these popular Bindings is a just indication of their sterling value.

They possess superior strength and wearing quality, combined with attractive appearance and are easily stamped and worked in the bindery. Most of the leading Bookbinders and Publishers have adopted HOLLISTON as their standard line of book cloth.

Have you received a Cabinet containing Sample Books Showing the Entire Holliston Line? It's yours FREE for the asking.

Rex Vellum, Aldine Vellum, Waverley, Crash, Record Buckram, Craft Buckram, Caxton Buckram and Library Buckram.

Book Cloth Conservation

¶ In accordance with the "Schedule for Book Cloth manufacturers, issued by the Conservation Division of the War Industries Board," the manufacturers of Book Cloth have reduced their range of Stock Colors—50 per cent. This is a good move, as it will make it easier for the Binder or Publisher to make selections, not having such a wide variety of similar colors to refer to.

Service

¶ When requiring Book Cloth "in a Rush," don't fail to take advantage of the excellent service we can give you. Large stocks in our Toronto warehouse, also at the mill, Norwood, Mass., and New York.

BOOKS BOUND IN HOLLISTON BOOK CLOTH are "Bound to Wear" and "Bound to Please."

The WILSON-MUNROE CO., Limited

Sole Canadian Agents

Toronto Ontario

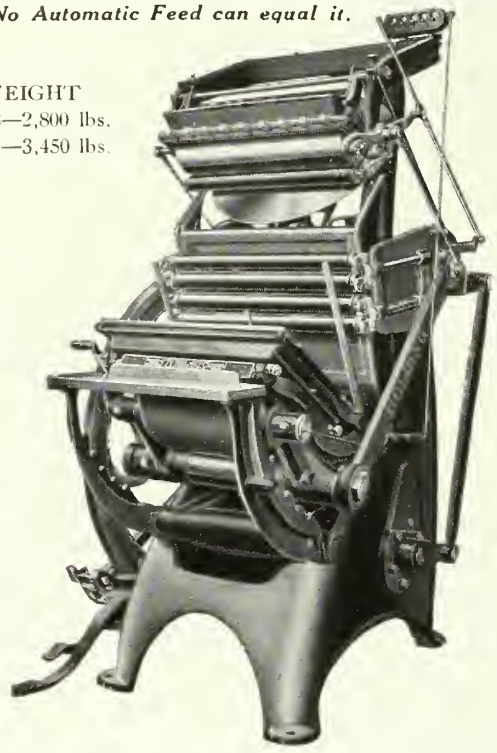
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

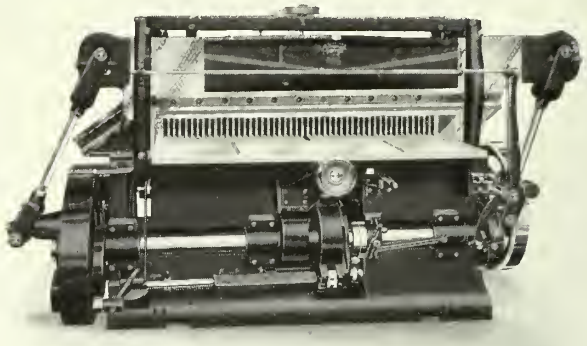
These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto: Geo. M. Stewart, Montreal.

SEYBOLD
PAPER CUTTER



Supreme in its Field

It takes more than Capital, more than Determination, more than Aggressiveness, more than Advertising to make a product leader of its kind.

All these aids, powerful as they are, would be unable to achieve such a position, unless the product possessed superior merit.

Superior Merit alone has placed "Seybold" Paper Cutters in their position of Supremacy

Seybold "Dayton" Cutters are built to stand the heavy service they are required to give, and they continue to serve their owners faithfully for years after their purchase price has been charged off to depreciation.

Demonstration on request

The J. L. Morrison Co.
445-447 King St. West
TORONTO

BOOKBINDERS' PRINTERS' LITHOGRAPHERS' MACHINERY

Folding Machines

FOR ALL PURPOSES

BUILT BY

Brown Folding Machine Co.

ERIE, PA.

Fifty in use in Toronto alone

H. J. LOGAN

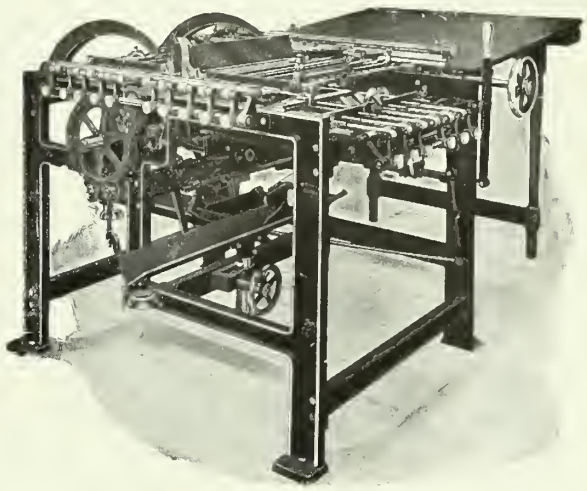
SOLE AGENT

114 Adelaide Street West

TORONTO

SOLE AGENT

Latham "Monitor" Machines
National Book Sewing Machines



No. 134—4-fold Machine

Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building — Private Exchange Adelaide 1986

Taffeta and Homespun

THESE two cover papers supply the present demand for light cover papers. Both are economy papers, because they save money without sacrificing selling power.

They are hardly suitable for catalogs, but for small booklets, folders and envelope fillers, they are truly unrivaled.

HOMESPUN is made in six rich shades and in two weights: 20x25-50 and 20x25-30 pounds.

TAFFETA is made in seven pastel shades in two weights: 20x25-40 and 22x28-60 pounds.

We will mail you sample sheets on request.

Niagara Paper Mills

Lockport, N.Y.

Buntin Gillies & Co. Limited

B & G & C

Army Bond

A Bond Paper suitable for Loose Leaf and Office Forms.

White,	17½c per lb.	
	16½c "	case lots
Tints,	18½c "	
	17½c "	case lots
Goldenrod,	20c "	
	19c "	case lots

In stock at Hamilton—

White Wove
17x22—16 lb.
17x22—20 lb.
17x28—20½ lb.
17x28—25½ lb.

Tinted Wove
17x22—16 lb.

BLUE, BUFF, CANARY, GOLDENROD, GREEN, PINK.

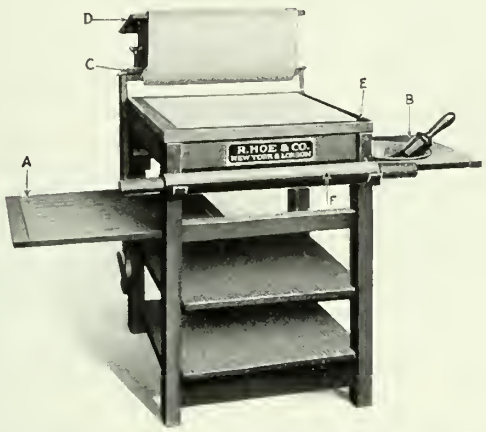
Use "STIC-TITE"—the unexcelled Powder Paste

B & G & C

Hamilton. and Montreal.

NEWSPAPER PROPRIETORS

Who Desire to Economize
And At The Same Time Be Up To Date
Should Install This Hoe Time and Labor Saving Equipment



Improved Matrix Tissue Holder

Should be in Every Stereotyping Room

With this new and convenient holder only one man is required when making matrices.

Matrix Papers

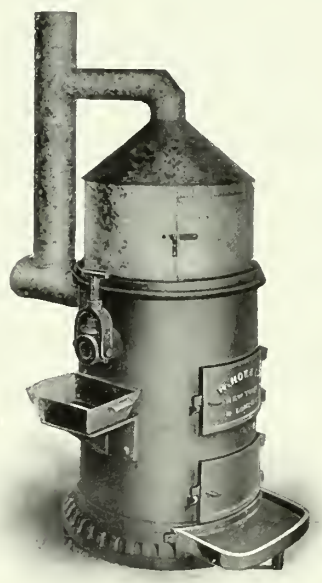
We carry a large stock of the best quality of Matrix Papers including Blotter, Red Rag and Domestic and Imported Tissue in all standard sizes and weights. We particularly recommend our Domestic Tissue, which is made especially for us to suit the requirements of the trade.

Cold Water Matrix-Paste Powder

If you have not tried our Paste Powder you should do so and see how convenient it is and what a saving it effects. Made from an approved formula without using wheat flour and requires no cooking.

Pressroom and Stereotyping Supplies

We also carry in stock the best quality of supplies and accessories of all kinds for the Pressroom and Stereotyping Department, including cloth and rubber blanketing of the very best quality, press tape, cardboard tail pieces, space packing felt, gauges, cutting knives, cutting blades, brushes, chisels, backing powder, Dextrine, Talc, China Clay, Gum Arabic, etc.



Dross Refining Furnace

The purchase of this money-saver is an investment, not an expenditure. It will pay for itself in a short time.

While we are "Doing Our Bit" for Uncle Sam we can nevertheless make reasonably prompt shipments of Stereotyping Machinery, Tools and Supplies.

R. HOE AND CO.

504-520 Grand Street, New York

MONTREAL, CAN., 120 St. James Street
CHICAGO, ILL., 544-546 South Clark Street
BOSTON, MASS., 7 Water Street
LONDON, S.E., ENG., 109-112 Borough Road

SUPERFINE LINEN RECORD

(FACSIMILE OF WATERMARK)

It needs no introduction. After thirty-six years of increasing popularity and use it stands to-day the best-known, best-liked and greatest paper Made in Canada. This position has been earned by consistent, uniform, superior quality.

Bond Ledger *and* Loose Leaf Ledger

Being made in all the bond and ledger weights it meets all demands for a high grade, strong paper. For letterheads, legal documents and policy forms, etc., it is unexcelled.

AWARDED

Grand Prix, Paris, 1900
Gold Medal, Chicago, 1893
Gold Medal, Antwerp, 1883

(and many similar awards)

MADE IN CANADA

WHITE, AZURE AND BUFF

The Rolland Paper Co., Limited

Head Office: 142 St. Paul St. W., Montreal
Mills at St. Jerome and Mont Rolland, Que.

Why
jeopardize your quality printing with inferior blotting?

Eliminate the element of chance absolutely, give your printing presses a chance to show what good blotter work really is by using

STANDARD BRAND BLOTTINGS

the best obtainable for office or printing press.

The quality is always uniformly good —we use only selected cotton stock in the manufacture of Standard lines. "Imperial," "Sterling," "Curi-Curl" "Prismatic" and "Defender" (enameled) are other blottings of unusual excellence. Let us send you samples.

STANDARD PAPER MFG. CO.
Largest Producers in the World of Fine Blottings
RICHMOND, VA., U.S.A.

WARREN'S COATED PAPERS

J. M. Dent & Sons, Limited
Sole Agents in Canada for

John Dickinson & Co.
Limited

Main 585 25 Melinda Street
TORONTO

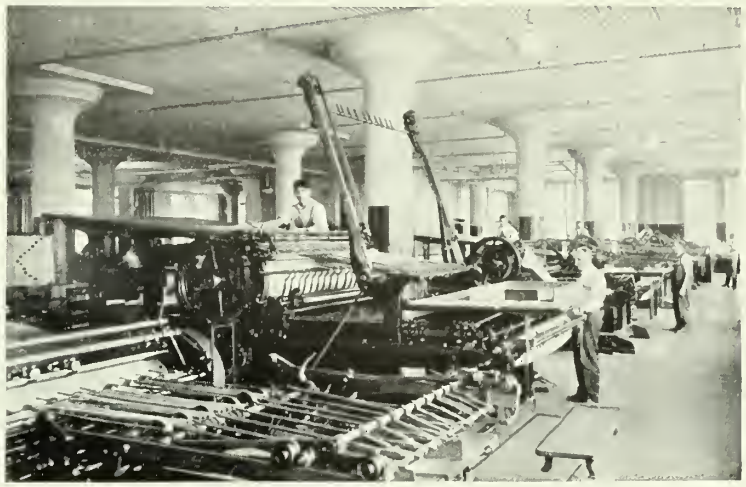
IT PAYS TO KIMBLEIZE

Messrs. Brown, Blodgett & Sperry, of St. Paul, Minn., famed for the class and quality of their catalog, booklet and color printing and lithographing, moved into their new building in February, 1917 — necessitating a change from direct to alternating current motors.

After making an exhaustive study of motors, they installed a complete Kimble Equipment, of over 30 motors, though our prices ruled higher than the other quotations.

After 18 months' continuous service, Mr. John J. Gleason, the Treasurer and Manager, wrote an inquirer:

"Kimble motors have met every requirement and have done all that the Kimble people claimed for them."



He could have gone further and said that the saving in electricity, facilitating of output and prevention of spoilage had already paid their entire cost.

Whether you desire a single motor or a complete plant equipment send for our bulletins and quotations

KIMBLE MOTORS

1629

KIMBLE ELECTRIC COMPANY

CHICAGO, ILLINOIS

GREAT WEST ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man., for all points west of Port Arthur and Fort William. MASCO COMPANY, LTD., 87 Queen St. East, Toronto, Canada, for all points east of Port Arthur and Fort William.

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
Gift Certificates
Certificates of Award
Insurance Policies

Bonds · Diplomas Checks Charters ·

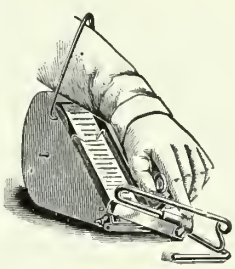
Goes Corporation Record

also

Lithographed Calendar Pads

GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.

· SAMPLES ON REQUEST ·



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE

137 W. TUPPER ST. -:- BUFFALO, N.Y.

MANTON BROS.

QUALITY

Printers' Rollers

Printing and Lithographic Inks

Printing Machinery

Printing Machinery Repairs

Etc., Etc.

When buying Rollers or Inks it will pay you to do business with us. You will be assured of **Quality, Right Prices** and **Prompt Service.**

Have you ordered your winter Rollers? Avoid inconvenience later by ordering now. We can fill all your requirements.

Are you looking for press bargains? We have several as-good-as-new rebuilt newspaper and job presses on hand. Drop us a line for description and prices.

WINNIPEG **TORONTO** MONTREAL

Get in touch with our nearest branch.

LET US ASSIST YOU TO

Print Catalogs

KEEP the printing of local catalogs in your own town. Let us make your *Halftone Engravings* and advise you in this profitable work. Our staff of artists and retouchers is at your disposal.

Write for quotations on large or small orders.

Photo Engravers Limited

70 Bond Street, Toronto, Canada

Quality Electrotypes

Take advantage of our extra equipment to handle oversize and quantity orders. *Deliveries on Time.* We have files for your patterns and are prepared to ship duplicate plates from them when wanted. Send us your lists and address labels.

Use our complete service. It will pay you.

Electrotypers Limited

Associated with the Photo Engravers, Limited

331 Adelaide Street West, Toronto, Canada

VICTORY LOAN PRIZE CARTOON

MAKE HIS FIGHT YOUR FIGHT, — WITH BONDS,
MAKE HIS VICTORY YOUR VICTORY,—WITH BONDS,
THEN SHOUT WITH HIM,
"VICTORY IS OURS!"

Winnipeg Man Wins Cartoon Contest

THE Dominion Press News and Feature Committee announces the award of first prize in the Victory Loan cartoon contest to Malcom B. Charleson, 534 Furby Street, Winnipeg, whose drawing, entitled "Victory is Ours," wins over 150 competitors. The contest was judged by Mr. C. F. Crandall, managing editor of the Montreal "Daily Star." The following cartoonists received special mention: Don. L. Howchin, MacLean Publishing Co., Toronto; W. Harland, 290 Danforth Ave., Toronto; Alf. J. Casson, 17 Macdonell Ave., Toronto; George Fawcett, Bell Block, Winnipeg; M. C. Towers, 332 Polson Ave., Winnipeg; Charles Thorson, Edmonton, Alta.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Learnin' the Printin' Business, Then and Now

Sighs for the Days of the Three-Nick Case

By A. R. Kennedy---Illustrated by W. F. Casey

THE old time printer—bless him—will tell you that the apprentice of to-day in the big shop doesn't know what it means to learn a trade. They sigh for the days when the youth took on a spell at cranking the old Wharfdale, kicking the Gordon, leading the broomstick on its daily jaunt through the premises. They lament the passing of the graduate course in pouring rollers, burning papers under the water-soaked forms and learning to keep the two-nick bourgeois out of the three-nick case. Just why some person happened to chip out that extra nick in the nine point case we never found out. But the tossing of a handful of two-nick into three-nick cases was enough to destroy and shatter shop traditions, and make the boss most powerful skeptical as to whether you'd ever be able to make up an eight-page booklet, or set two-line figures in the ad of the town's leading and long-established store.

Them were the days before a gas engine could be secured on an advertising contract. Did you ever take your turn at grinding out 100 papers on a Wharfdale? If not you never learned the trade in good and proper style. You may be a dandy now—you may be superintendent or proprietor, but you're no all-round printer. The sensation of grinding out the papers between 99 and 100, and of knowing that the boss would have to coffee-mill the next century run. Oh boy, that was the sensation! To stand up on the old soap box that was necessary to make up for the unsprouted length of your legs. To take that old piece of brass and smooth out the pile for feeding—to look down at the boss in that stuffy old corner and to give him the word to go ahead. To know that he was half ready to croak at 25—at 50 he was licked, and at 100 he was lookin' as poor as a half sheet riglet. You forgot that you were only denting the pay list for $1.50 a week, and that it had been suggested that you take an order on a shoe store for part of the amount.

And then the folding and mailing. The governments of both Toronto and Ottawa were kind to the mailing department of the old Gazette—there now we've gone and mentioned names. That's the reason we hate to see agitation catchin' root that seeks to cut down the deluge of Blue Books. They were as a benediction to the mailing room of the paper, and likewise they were much in favor with the village barber. For did not the boss liquidate his chin-scraping bill by cutting the backs off these voluminous reports and carting the sheets to the leading and likewise well established tonsorial parlor? The agitators who seek to butcher-knife Blue Books have a poor appreciation of the finer little courtesies of rural life. Many a rustic has been lathered and his six-day beard up-rooted and carefully carried away on pages of Blue Book, statistics that smacked of tremendous trade returns and bespoke diving and delving into the very bowels of fiscal matters and affairs.

And did we not every Thursday morning carry off the circulation to the post office? Another proud moment. And had we not access to the private door at the post office? Singles and bundles—six trips in all. Ah yes, it was an impressive moment as we gave this outward and visible demonstration of the world-wide nature of our business. Small wonder that the grocer on the corner—likewise leading and well-established—heaved a sigh of satisfaction as he juggled with the thought that his message, a few months old to be sure—was going out to hoot at the district that he was still in business at the same old, and of course, well-established stand.

That was long before the town delivery was turned over to the tender mercies of the post office staff. Carrying the routes was an important part of learning a trade. It gave the apprentice a close-up and intimate knowledge of the subscribers that could not otherwise be secured. He got to know by instinct which hotel had the best free lunch, whose orchard had the best apples and the loosest fence, what homes made decent cookies and what stores had the most bills to peddle as a side line. The apprentice who learned his trade without peddling papers cannot be a good printer. Peddlin' papers is as much one of the fine parts of the art preservative as puttin' in a right and left pointer fist in the head line of a strawberry festival dodger.

Small wonder that we never acquired the habit of going to prayer meeting on Wednesday night. Said night was publication evening. That phrase has a pretty fair sound. We couldn't say press-day and tell the truth, because press-day always came in the night. It didn't seem to make any odds how far ahead that old rag was. The Castoria page could get on the press—the correspondence section could be put to bed—the whole works might be ready to tear loose at three in the afternoon. But no chance. That old Gazette had to come out by the light of the moon, and in them days the moon never seemed to come out until 10 and midnight. And there we stood, after the papers were off, custodian of the circulation list, checking off the rustics who wandered in to grab the paper fresh from the press. To have taken the paper to them on the following day would have been a painful admission of the lame-duck nature of our circulation department, and of the looseness of our thumb-nail accounting tactics.

And then the method of illumination practised on the premises gave a domestic touch to the whole situation. Does the to-day apprentice know the nature of lamp wicks? Does he know anything of cleaning lamp chimneys with the frazzled end of the office towel and of the joy of swiping the gum drop off the spout of the oil can before the oil reached it on leaving the afore-mentioned well-known and thoroughly established corner grocery store? Does he know anything whatever of the method of building a lamp stand in the corner of the small cap case, the building material being two pieces of furniture, Does he know

anything whatever of stripping the composition off the old rollers, and binding the cores with binder twine preparatory to pouring in the composition, or is he well versed in the business of weighting down the rollers on the big press with pieces of base to make the rollers pick up a nose full of color? No, he does not. Not that these things would ever be any use to him, but he ought to know them. The learnin' of them might not help him to earn an extra dollar a year, but the fact that he hasn't learnt 'em is proof positive that he ain't fit to shake up a pica case 'longside a real printer.

And what's more the apprentice nowadays don't know anything about type lice. These said lices are not what they used to be either. There used to be giant lice, but they are no more. Neither are they as active now. They seldom jump up and smite you in the eye, nor do they leap to greet you on the shirt front. Somehow or other the atmosphere created by the old tomb stone make-up slab, the solid columns, the nice juicy, dirty wet sponge—it all helped to grow good lively type lice. And would you believe it there's young chaps going through the form of learning the printing trade to-day who have never looked a type louse square in the eye. In fact there's some of them what defy the honorable traditions of the craft even to contending that there ain't no such thing. But there is. We've seen 'em, we've conversed with 'em, we've helped to rear and train 'em, and what's more we've showed other doubting Thomases just where they lived, what they looked like and how they acted when they got the high sign to perform.

Somehow or other we're inclined to sympathize with the old chap who after locking his galley with wooden quoins and pulling a good proof dry with blanket, mallet and planer, contends that learnin' the trade now isn't up to the high standards of the days when an opening on the rung of the ladder farthest from the top caused a flurry in the community and a bombardment of the premises for $1.50 per week jack pot.

Kitchener Editor Wants Apology

Chief Justice R. M. Meredith gave R. T. Harding, counsel for Ald. A. B. Campbell, charged with defamatory libel, ten minutes in which to submit an apology to A. A. Eby, news editor of the Kitchener *Daily Telegraph*, and if it was not forthcoming he would decline to hear the case. Nicol Jeffrey of Guelph, acting for the complainant, informed his Lordship that his proposal was acceptable to him. Mr. Harding conferred with Ald. Campbell, Bitzer and Bowman, but as he failed to return within the prescribed time, Chief Justice Meredith dismissed the Petit Jury. Later, Mr. Harding informed his Lordship that his client did not see his way clear to apologize, and the case was transferred to the next Assizes, his Lordship remarking that, while it was a petty action, in his opinion, it was a childish and unmanly act on the part of the defendant to decline to make a suitable apology, as suggested.

Smites the Wee Ottawa Paper

Toronto *News*:—Sixteen pages of the Canadian Official Record use about as much newsprint as seven pages of the *Daily News*. We persist in believing that the publication of this government bulletin once a week is an indefensible waste of pulp at a time when that commodity is scarce and dear. We find nothing in the publication which has not been "covered" by the telegraphic advices from Ottawa, save that some news, wisely condensed by the correspondents, is here given in laborious and wearisome detail. Thousands of Canadians have questioned the wisdom of supplying at public expense verbatim reports of Parliament. If "*Hansard*" is regarded by many as an unwarranted extravagance, what can be said of an official newspaper between sessions? Why not ask General Fothcringham to suppress it?

Well, Why Not Go To It?

Whitby *Gazette*:—The Bowmanville *Statesman* announces an increase in its advertising rates. The rates which have prevailed in Bowmanville have been much higher than those prevailing in many other towns, and yet they are to go up. Comparing Whitby rates with Bowmanville *Statesman* rates, there is ample room for an increase in Whitby.

Squandering the People's Money

Kingston *Whig*:—Vol. 1, No. 1, of the Canadian Official Record is at hand. This new weekly, according to the official announcement, is "published by the director of public information, to record the activities of various departments of the government, commissions and committees organized for war purposes, under authority of order-in-council." This looks like an ambitious programme, requiring a well-trained and highly organized staff of editors and writers, the expenditure of a vast amount of money on composition and press work and the use of many tons of newsprint. To all of this, of course, must be added the cost of distribution—no inconsiderable item, as all newspaper publishers know. The country is certainly entitled to something worth while in the line of information for all this extra expenditure.

A careful perusal of the initial number of this much heralded publication makes for disappointment. There are no less than sixty-four columns of closely-set reading matter. Yet one searches in vain for anything new or valuable. Nearly all the subjects discussed have already been given publicity in the daily press or in official organs of the government. The ban placed on the I.W.W. and similar organizations; the restriction of enemy publications; the text of the order fixing paper prices; the condition of crops in the United Kingdom; the fuel controller's visit to Nova Scotia; the registration of Canadians in the United States, etc., etc., all these events have been printed in nearly every daily and weekly paper in this country. The public is thoroughly familiar with these subjects already. At a time when the government permits the newsprint controller to add eighty per cent. to the cost of white paper and to force the newspapers of Canada to decrease the size—and consequently the revenue—of their papers, how absurd a thing it is to squander newsprint in the publication of stale and unprofitable news!

The Official Record performs no service that the newspapers of this country have not already performed, and in a much more effective way. There is no excuse for the existence of such a superfluous publication. The government was illadvised when it consented to spend thousands of dollars in the venture. The sooner the idea is abandoned the better.

The Canadian Official Record does not come into competition with the daily press of the country, so that, in criticizing it, we cannot be accused of self-interest. No publication that deals in stale news possesses any terrors for a wide-awake press. But we do lament the fact that the people's money is being squandered in producing something that is of no earthly use to the Canadian people, and that is wasting costly and necessary raw material instead of conserving it. If the government is sincere in its advice to the people to save and conserve, it will practise what is preaches and protect the public from another dose of sixteen pages of ancient history.

How They Brick-Bat It in the Crow's Nest Pass

Fernie Ledger Comes to Life on $2,500 Job

STORMY times have followed the re-appearance of the *District Ledger* at Fernie, B.C. It is the property of the miners of District 18, U.M.W. of A., and its policy varies according to the leanings of the set of officers who happen to be in charge of the destinies of the district. If they are merely Labor men then the *Ledger* is a Labor paper. If they have swallowed Karl Marx then the *Ledger* becomes the socialistic organ of the Crow's Nest Pass.

Just now the *Ledger*, the *Herald* of Cranbrook, and the *Free Press* of Fernie are tossing real Frank-slide bouquets about a $2,500 piece of Government printing which fell to the lot of the *Ledger*. Apparently the *Ledger* got up on one of the mountains that adorn the district and began to shout that it had secured the job because it was the only paper with the necessary equipment. At any rate here's what the Cranbrook paper has to say of the situation:—

"The *District Ledger*, of Fernie, is gloating inordinately over the fact that it has been selected by the Provincial Government to publish the Provincial tax sale notice for the Fort Steele Assessment district. A recent arrival in the Province to resurrect a paper whose mission is like unto a parish church magazine, preaching the doctrines of hell, however, rather than those of heaven, it is very much like a repetition of history—the wise men from the East outwitting Herod. But why should they not rejoice? Have they not got away with the loot. They would not be human if they did not make merry. Each with a damsel or two, and a case of wet goods or two, and $2,500.00 of the farmer's hard-earned money thrown into their laps by an indulgent providence, life ought to be a dream to all who have put up so successful a frame-up. We don't begrudge them the money, neither do we lament because the *Herald* didn't get even a look in, but we protest because of the rank injustice of the thing to the farmers who are being driven from their homes in order to provide them with their carnival."

And the Fernie *Free Press* tosses this one over to the *Ledger*, whose back door is scarce half a block distant from the *Free Press* sanctum:—

"It had not been our intention to say anything about that "Tax sale deal" which A. I. put through with the *District Ledger* (anything is liable to happen on the other man's deal), but when that propaganda organ of Bolshevism crawls from under the dung heap of Socialism, where it has been buried in silence for three years, and states that it received the advertising simply because it was the only paper in the district suitably equipped to get it out, we feel that in justice to ourselves we ought to say something about equipment. Either the Cranbrook *Herald* or the *Free Press* could have published this statement, as they have on previous occasions, without any extra staff or equipment, but it was necessary for the *Ledger* to bring Frank Newnham from Calgary, a machinist operator from Seattle, and borrow a pressman from this office several times in order to handle this wonderful job. The Cranbrook *Herald* was quite right in its reasons why the *Ledger* got the advertising. A. I. sees breakers ahead."

A RATHER VARIED CAREER.

The *District Ledger* has had a varied and stormy career. There has been a heap of money spent on the plant and the production of the paper. Some ten years ago it used to get away with editorial reference to local people that would call for a session in the beak's sun parlor in the east. The paper should have been a paying proposition, but it wasn't. It had a hand-picked circulation all over the district. It was hand-picked because the members of the Miners' Union were supposed to subscribe whether they felt that way or not. Job work for all the various unions in the district came to the *Ledger* office at the *Ledger's* own price. All it needed was a little good newspaper common sense and it was the makings of a good proposition. But that was the trouble. The miners didn't know how to run a paper, and they didn't want any person who did know how to go ahead and do it. Their officials appointed a manager, and then they proceeded to manage the manager.

The head offices of District 18 of the Mine Workers are (or at least they were at the time to which we refer) in the same building as the *Ledger*. In fact the miners' property sprawls all over that end of the town. Across a lane from the *Ledger* office the miners built an opera house, co-operative store and several other affairs. The price of that building may never have been put down in black and white so that all the miners could have a look at it. But it's a safe guess and a safer gamble that it ran into enough cash to put up premises twice the size on a straight contract basis.

But some of those miners' union officials were interesting. At one time the late Frank Sherman was head of District 18. Sherman had one thing that was interesting, viz., a personality all his own. In some ways he was a born leader. Rather small of figure, but fine of feature, with a neatly trimmed beard and broad black hat—he was typically Frank Sherman and no one else. During his regime some case came up in court in which the miners were interested. Sherman, so it is said, informd the *Ledger* editor to smite hard upon the B.C. judicial system. The scribe wished to state that in his opinion a miscarriage of justice had occurred. Instead of that he embellished the article with bits of fire-works, the effect of the display being to set forth in bold relief that you could do anything you pleased in British Columbia so long as you belonged to a certain lodge. This pleased all concerned until a blue paper arrived in the coking town from Victoria inviting the youthful, but fiery editor to appear before the court there and explain what he meant. He went. He explained. He had a good time, and the fine and expenses ran around the $500 mark. The only tragic thing about it was that the miners, digging coal—and digging coal is hard work— had to foot the bill for the whole damphoolishness.

The presidents, in fact all the officials of District 18, who preside over the destinies of the *Ledger*, are Socialists. In fact they could not get elected if they were not. And each year or so brings a new set to preside over the destinies of the *District Ledger*. The skidding was rough about three years ago and the *Ledger* shut up shop. But now a new injection of faith has come to hand and the *Ledger* appears. The fact that it has brought down on its barn-like structure a $2,500 Government advertisement would come with the beauty and grace of the breaking up of a hard winter to an empty coal bin. Small wonder that the *Ledger* was tempted to climb the Lizzard range and shout to the "Three Sisters" about the way it scooped in the $2,500 jack pot.

Burk's Falls *Arrow*:—"Next to clergymen," says the *Financial Times*, "newspapermen are probably the most underpaid class in Canada to-day." Why except the clergymen? Outside of the large towns, how many country editors' are pocketing salaries of even one thousand dollars per year? Not one in ten, we venture to affirm.

It's Imposible to Name Flat Rate Per Page

Here Are Two Lists That Are Miles Apart

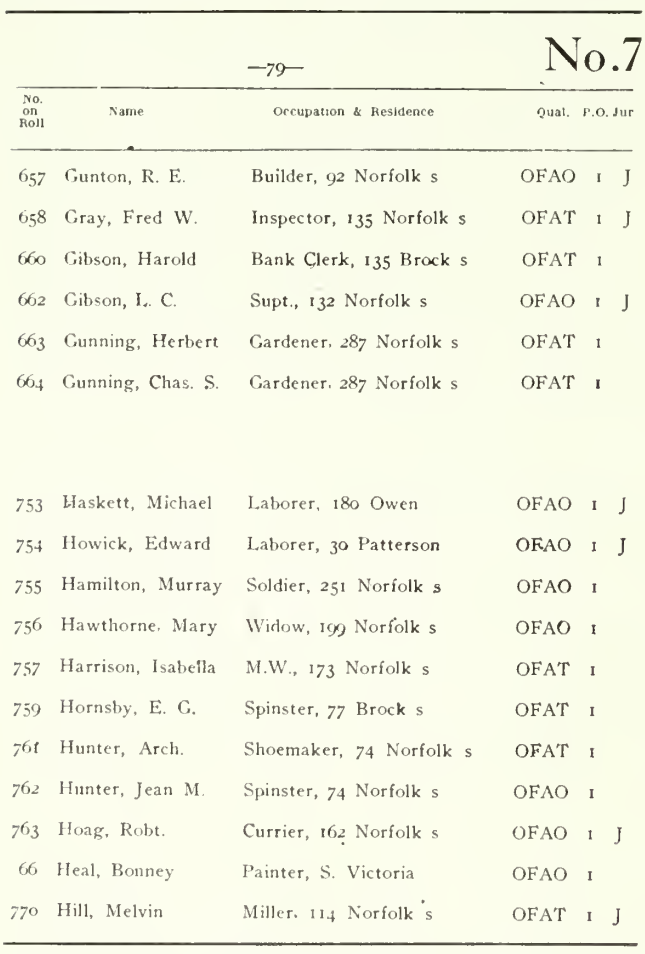
THE article in October *Printer and Publisher*, criticizing some of the prices that are being secured for voters' lists, has aroused considerable attention. From further information received at this office it appears certain that there is a space as wide as east to west in the method of charging for this work. There is room for a tremendous amount of standardization and study of actual costs.

This same thing holds true in other lines. Right in Toronto the following incident happened. It was related to *Printer and Publisher* by one of the most reliable printing salesmen in the city, and is as follows:—"During the summer a friend of mine who runs a job shop in the city wanted to get off for a couple of weeks, so he asked me if I would look after his orders and give prices where requested. Our firm had no objection, the understanding being that I was simply to handle the orders that came to his shop. He appeared to have a nice line of work coming in, and I saw that it came out on time and was delivered. In a short time I also saw to it that the statements were sent out as well. When my friend returned to the city he found himself in trouble over the bills I had sent out, and called me on the phone to say I was away high in my pricing of his work. I told him I would come down that evening and go into the matter thoroughly. The first item we picked up that evening was a job for a doctor of 500 envelopes and note heads. My price for that had been $6.50, and I had given the price after carefully considering the stock, which was good, and the fact that an extra good bronze blue ink was called for. I asked what had been charged, as the doctor had registered a kick on the price I had charged. That job had been done for $3.50 before. In fact it was a price that this doctor had paid before my friend took over the shop. Reference to the three lists you published in *Printer and Publisher* last month proves that my price was fair. The printer had never figured that job. He had simply picked up where some other person had left off. It was not hard to convince him that the $6.50 was reasonable. The result was that the doctor was informed that the $6.50 price was going to stand. The doctor paid it and next month the job came back again, and its been coming right along at the price I set while the owner of the shop was away on his holidays."

That story is reproduced to show that right in Toronto, where hour costs are comparatively high, there is an appalling lack of knowledge of real costs.

SOME OTHER LISTS

Printer and Publisher has reproduced here two pages of voters' list. The object is to show the impossibility of fixing a page charge for such work as voters' lists, and also to show that even the supposedly fair manner of charging so much per name can not fairly be applied over a wide range of country. The first list is the town of Simcoe. It is apparently machine set, 10 point, on two slugs, and in such a way that the justifications are quite easy. There are no rules used between the columns, and in this way the work is made much simpler. Counting some twenty pages of the book it is seen that 16 names is about the average to the page, and there are 86 pages and cover, or a 90 page job. It is run in 16 page forms, wire stitched through and cover pasted on. The price secured was $1.50 per page for 200 copies, or $135.00 for the job. It is a fair price for the work, and the office should make a reasonable return on the job. Pages are 9 x 6 inches. The page reproduced here is simply taken at random as a fair specimen. It may be remarked that the press work is very good throughout.



—79— No.7

No. on Roll	Name	Occupation & Residence	Qual.	P.O.	Jur
657	Gunton, R. E.	Builder, 92 Norfolk s	OFAO	1	J
658	Gray, Fred W.	Inspector, 135 Norfolk s	OFAT	1	J
660	Gibson, Harold	Bank Clerk, 135 Brock s	OFAT	1	
662	Gibson, L. C.	Supt., 132 Norfolk s	OFAO	1	J
663	Gunning, Herbert	Gardener, 287 Norfolk s	OFAT	1	
664	Gunning, Chas. S.	Gardener, 287 Norfolk s	OFAT	1	
753	Haskett, Michael	Laborer, 180 Owen	OFAO	1	J
754	Howick, Edward	Laborer, 30 Patterson	OFAO	1	J
755	Hamilton, Murray	Soldier, 251 Norfolk s	OFAO	1	
756	Hawthorne, Mary	Widow, 199 Norfolk s	OFAO	1	
757	Harrison, Isabella	M.W., 173 Norfolk s	OFAT	1	
759	Hornsby, E. G.	Spinster, 77 Brock s	OFAT	1	
761	Hunter, Arch.	Shoemaker, 74 Norfolk s	OFAT	1	
762	Hunter, Jean M.	Spinster, 74 Norfolk s	OFAO	1	
763	Hoag, Robt.	Currier, 162 Norfolk s	OFAO	1	J
66	Heal, Bonney	Painter, S. Victoria	OFAO	1	
770	Hill, Melvin	Miller, 114 Norfolk s	OFAT	1	J

The pages of the Simcoe list average 16 names. The price charged was $1.50 for 200. It looks like a reasonable figure.

THERE'S A GREAT DIFFERENCE

The other page is from the voters' list of the town of Yarmouth, for the year 1918. The average is 69 names to the page, and the whole business is a job that would make a compositor sit up and look dizzy. It is easy to see that it would be impossible to put a flat page rate that would cover these two jobs, neither could they be treated at so much a name. The Yarmouth list is 50 and cover, or 54 pages, and 100 copies were printed. Pages are 11 x 9 inches, stitched and cover pasted. This year $2.25 was charged for the work, the highest yet secured. It has gone, according to our information, as low as $1 per page. We do not know what wages are paid in Yarmouth, but for the life of us we can't see where this can be done at $2.25 per page and the shop keep open. Measurement will be shown that there are 4,760 ems composition on each page. This book is hand-set—at least it appears to be. There are 11 columns and ten rules. If the compositor worked a page at a time, he could practically make-up as he dumped his matter. Allowance for correction and proof-reading would also be necessary in composition changes. There looks to be six hours' work on a page, and there is not a great deal that could be picked up with the exception of quad lines and the columns marked description of personal property, and real estate. When it is considered that there are 69 names to the page, and this holds good nearly all the way through, it is hard to see how the $2.25 price is possible even in a town where union scales are unknown. Allowing for stock, cutting, press work, binding, distribution, etc., it is hard to see how there could be any money in the thing below $7 per page. That

would bring the price to $378 against the $121.50 that has been charged or over three times the price which the town now pays for the work.

The more one studies the voters' list situation, the deeper the conviction that there should be a decided effort made to standardize style throughout the country, or else estimate each job on the actual cost of production.

Labor Men Taken by Police

Among those taken in the raids by the Toronto police over the week-end, which were made under the order in Council which named certain societies as illegal, were Isaac Bainbridge and Alfred Manse, who are members of the Social Democrat party of Canada. Inspector Kennedy said that he had permitted them to go on the understanding that they would appear in the Police Court. Mr. Manse, as circulation manager of the *Industrial Banner* and the *Canadian Forward*, is well known in the local Labor circles. Last week he and Mr. Bainbridge went to Ottawa, where they interviewed the Minister of Justice by appointment through Sir George Foster, in an effort to have the order prohibiting the publication of the *Forward* lifted.

Name of Taxable Person	Occupation	Residence	Description of Real Estate	Description of Personal Property	Poll Tax	Value of Real Property Within the Town	Value of Personal Property Within the Town	Income	Personal state Outside Town Limits	Whole Taxable Property
Boyd John	stevedore	Moody's lane	homestead	furniture	2 00	500	100			600
Joseph W	customs offi'r	Porter	"	"	fire	2400	500	300		
			land and house Main No 8	stock in trade		1400	600			5200
Stephen		Main No 8		furniture	2 00		100			100
William	janitor	Main No 9		"	2 00		100			100
William L	clerk	Barnard	homestead	"	2 00	350	100			450
Boyle Hugh J	telegraph insp	Kirk	"	"	fire	800	150			950
Brackett William H	barber	"		"	60 yrs		200			
				barber shop fixtures			100			300
Charles S	clerk	"			2 00					
Bray William F, Albert Wilkens agent			land and house Green			350				350
Brint Frederick	fisherman	Water No 8	homestead	furniture	fire	500	100			
				motor boat			300			900
Bristoe Stanley	laborer				2 00					
Brittain Barney	"	Webster road			enl'td					
Mrs Catherine, widow		Water No 11	"	furniture		300	100		l's 400	
Ernest	laborer	Forest		"	2 00		100			100
Harry	farmer	Webster road	"		enl'td	700	200			
			land on Webster	stock		100	100			1100
Donald	clerk	Main No 8		furniture			50			50
Joseph	farmer	Webster road	homestead	furniture, etc	2 00	400	150			550
Brothers Frederick	mariner	Main No 9		furniture	2 00		100			100
Brown Amos B	street supt	Elm	"	"	60 yrs	2300	350	300		
			land on King			100				3050
Mrs Bessie, widow		Kirk	homestead	"		1100	100		l's 400	800
Mrs Ellen, widow		Elm	"	"		1100	300		l's 400	1000
George M	agent	Brunswick		personal property	2 00		200			200
Henry T	non resident	Chicago	land on Forest st and Haley rd			1500				1500
John	agent	Main No 7	homestead	furniture	2 00	2000	300			2300
William H	engraver	Main No 9			2 00					
Ralph U	merchant	Prince		"	2 00		400			400
Thomas	gardener	King		"	2 00		50			50
William H	mill hand	Glebe		"	2 00		100			100
Brush Charles	foundryman	Bond		"	fire		100			100
George A	merchant	Main No 11	homestead and shop	"	2 00	700	200			
			land and building Crescent	stock in trade		250	300			1450
William	mariner	Adelaide	homestead	furniture	2 00	500	200			700
William, jr	teamster	"			fire					
Bryant Charles H	agent	Public lane	"	"	60 yrs	900	350			1250
Burchill George estate			land Water No 9			300				300
Burgess Simon	laborer	Main No 9		"	2 00		50			50
Burrage Charles	chaffeur	Main No 10		"	2 00		100			100
Alfred		Tooker west		"	2 00		50			50
James	"	Flats lane			2 00					
Robert	water works	"	homestead	"	2 00	500	100			600
Thomas	machinist	Main No 9		"	2 00		100			100
Burrill Mrs Annie, widow		Elm	"	"		6000	500	500		7000
Conrad	clerk	Starrs Road			2 00					
Blake G	non resident	Halifax	land and house Main No 7			2600				2600
Blake G and John Murphy joint owners			land cor King and Brunswick			1100				1100
Don	farm	Pleasant	land on Pleasant	cattle and team	fire	700	200			900
Frederick	merchant	Main	homestead	furniture	2 00	3500	300			
			land and house west side Main			1600				5400
Hannah est, Mrs E Ewan agent			land on Brunswick			300				300
Harold	clerk	Starrs road			2 00					
Henry	merchant	"	homestead	"	60 yrs	1200	350			
			land on Pleasant	teams		300	150			
			land cor Starrs rd and Pleas't	shop Main No 7		700	500			
			land on Herbert	stock in trade		100	1100			
			land Starrs road from Caie			100				4500
Mrs Jane J, widow		Pleasant		furniture			400			400
Mrs Jane J for James Burrill's estate			land and building Pleasant			4500				4500
Joseph	jailor	Main No 8		furniture and cattle	60 yrs		300			300
Lindsay	clerk	Summer	homestead	furniture	2 00	1400	250			1650
Sydney	mail clerk	Porter	homestead from Homer		2 00	2000	200			2200

This voters' list of the town of Yarmouth, N S. has been printed for as low as $1 per page. This year $2.25 was secured. We believe $7 per page is fair for 100 copies. What is your estimate?

A Point Here That is Well Worth Noting

How Far a Paper Can Go in Making Report

MR. Justice Lafontaine, at Montreal, gave a judgment which is of some interest to newspapers and their readers. On January 25th, 1918, the Montreal *Gazette* published an article to the effect that Mr. Harry C Organ, of 128 Bleury street, and two other persons, had appeared before Judge St. Cyr, charged with conspiracy to commit various indictable offences, which were described, that Mr. Organ had appeared in court on the 24th, having been arrested on the 23rd, had pleaded not guilty and had been released on $6,000 bail; that the other accused so soon as they heard that a warrant had been sworn out against them, appeared with their counsel in Judge Cyr's chambers and also gave bail; and that the enquete had been fixed for the Thursday following. The article went on to say that certain insolvents to whose estate Mr. Organ was curator, had been arrested about two weeks before on a charge of secreting goods to the value of $24,000; that the fall previous they had three times complained to the police that their store had been broken into and robbed, but that the police had been unable to locate the goods or discover the thieves; that later on the firm failed and the matter was put into the hands of private detectives who located $5,000 worth of the alleged stolen goods; that the insolvents were arrested, pleaded not guilty and were admitted to bail; that the affair was further investigated by the same detectives with the result that warrants had been issued for the arrest of Mr. Organ and the other accused, and that various papers connected with the business of the insolvents had been seized at the home of one of the accused and at Mr. Organ's office.

Mr. Organ (who with the other two accused was afterwards acquitted on the evidence for the prosecution) therefore took an action for damages against the Gazette Publishing Co., to which the defendants pleaded in substance that the article in question was a fair and accurate report of what had taken place before the Police Magistrate; that it was published in good faith, and without any malice towards the plaintiff or intention to injure his reputation and in the ordinary course of the defendant's business as public journalists and for the information of the public; that the matters referred to were matters of public property and public interest; that the article being a fair and accurate report of a judical proceeding published in good faith and without malice was privileged.

The judgment distinguished between that part of the article which referred to the charge laid and the proceedings taken against the plaintiff and the part which referred to the alleged burglaries, the discovery of some of the goods and the successive investigations by the detectives. As to the first part the Court was against the plaintiff. What was complained of was a report of judical proceeding in the Police Magistrate's Court in a matter governed by the Criminal Code and not proceedings in a civil court. The judgments of the Court of King's Bench and of the Supreme Court in Shallou vs. the Gazette Printing Company, on which the plaintiff relied, were therefore irrelevant. Sections 320 and 322 of the Criminal Code enact that it is not an offense to publish defamatory matter in any proceedings held before or under the authority of any court exercising judicial authority or in any inquiry made under the authority of any statute, or to publish reports of parliamentary proceedings, or of proceedings preliminary or final before any such court, or to publish fair comments on any such proceedings. The facts complained of occurred in a court exercising judicial authority, and the information respecting them had been obtained from public records open to the inspection of the public or from what took place publicly in open court, it being a matter of indifference whether the magistrate for his own convenience held court in his chambers or in the usual court room. The publication was in the usual course of the defendant's business as public journalists, is a fair and honest report of the proceedings before the magistrate and was without malice. Consequently the plaintiff had no right of action as regards that part of the report. The other part of the article, however, was not a report of proceedings before a court or a comment upon such proceedings, but was a news item absolutely unknown to the public and based on private information obtained by means of special inquiries made by defendants. The obvious meaning conveyed by this part of the article was that there was good reason for the charge of conspiracy preferred against the plaintiff, It was damaging to the plaintiff, defamatory and unfair, and was published by defendants at their own risk and peril just as it would have been had it been published by any other citizen under like circumstances. No excuse of justification for so doing had been shown by the defendants.

Judgment, therefore, went against the defendants for $100 interest and costs. Messrs. Busteed and Robertson for Mr. Organ and Messrs. White and Buchanan for the Gazette Printing Company.

When Pears Stopped Advertising

Some fifteen years ago the A. & F. Pears Company, of England, believing that their publicity had earned an invulnerable place for their product, and was no longer necessary—ceased advertising. For six months no Pears advertising appeared, and in that period the company had lost 35 per cent. of its business. It was estimated it cost the company $6,500,000 over and above its regular publicity schedule to rectify this error and get back where it was before the experiment.

The amalgamation of the Owen Sound *Sun* and the *Times* took place on November 1st, and the first issue of the new paper was published on that date. The announcement follows the purchase of the *Times* and the printing plant connected therewith from Mr. James H. Rutherford by the Fleming Publishing Co., Limited, publishers of the *Sun*. The plant of the *Times* will not be operated and the newspaper will be incorporated with the *Sun* and published at the building now occupied by the Fleming Publishing Co., Limited, where the business offices and editorial rooms will also be located. The sale of the *Times* follows the decision of Mr. Rutherford to retire from journalism in Owen Sound. With the issue of October 1st last, he completed his 30th year in business as editor and publisher of the *Times*. For some time he has felt a desire to be relieved of the strenuous duties incident to the publishing business. He plans to take a well-earned vacation of several months before entering another industrial enterprise which he has been developing in Owen Sound.

The amalgamation took place on the 65th anniversary of the establishment of the *Times*, which was one of the pioneers in the newspaper field, not alone in Owen Sound but in this part of the province.

The Printing Bureau, one of the institutions of the Dominion Government, is to be investigated. A commission will make a report with a view to economy. It consists of Messrs. E. F. Slack, of the Montreal *Gazette*; Eugene Tarte, of *La Patrie*, and A. L. Lewis of Southams, Limited, Montreal and Toronto. One of the main questions to be gone into is the extent to which it is desirable to have public printing done outside the Bureau.

Not Satisfied With Service

Brockville *Recorder and Times*:—The Canadian Press, Limited, gives good service in spots, but it continues to put it over the smaller dailies more or less every week by rehashing as up-to-date news matter merely clipped from the metropolitan morning dailies. Time and again the *R. and T.* receives despatches after the paper is on the press which have reached the office hours before, through the morning papers. Not only does the government contribute to the maintenance of this service, but it costs money to secure a franchise entitling a paper to receive the C. A. P. news. A live daily does not want either to pay for or publish antiquated stuff. The smaller papers have an up-hill fight anyway, and one good way to kill their usefulness and hand over their field to the metropolitan dailies is to neglect the news service so that the big papers may be able to reach for any subscribers with the news just as quickly as the home daily. News by wire ought to travel more rapidly than by mail or express. The C. P. is not giving to the smaller dailies the up-to-date news service to which they are entitled and for which they pay.

Passing of *The Glocke*

Kincardine *Review*:—The *Ontario Gloeke*, a German paper which was published for about a quarter of a century in Walkerton prior to its removal in 1905 to Kitchener, went out of existence last week as the result of a Government order prohibiting the issuing in Canada of any paper in other than the English or French language. It seems that the States is about to take somewhat similar action, and the reason assigned is that many of these papers were simply emissaries for spreading propaganda inimical to the Allies or fostered sickly pacificism sentiments that aimed to divide the people and retard the successful carrying on of the war. While the *Gloeke* was never accused of any such work, yet it was engulfed in the whirlpool and swept away with the general prohibitory order that less scrupulous German organs would seem to have made necessary. Shades of the late John Ritinger, that his beloved publication should have suffered so for the sins of others, but war is what Sherman said it was, and so farewell, *Die Glocke*. The *Ontario Journal*, which is issued by the same firm in Kitchener, appeared this week in English for the first time after being published for fifty-nine years in German. *Gloeke* subscribers will hereafter get the *journal* in place of their old reliable, but to those who can read only German it will appear as "Vanity of Vanities" for a time at least.

Editors Arrive in New York

Thirteen New Zealand and Australian newspaper editors arrived in New York, on October 21, from Europe after a three months' tour of the battle zone, as guests of the British Government. While abroad, the editors met Marshal Foch, Field Marshal Haig and General Pershing, and were given an opportunity to witness much of the allied preparation for the big drive against Germany. The editors will tour the United States as guests of the committee on public information, before returning to their homes.

Newspapers Going Out of Business

Dunville *Chroniele*:—The Mount Forest papers have amalgamated, Mr. J. A. Lambert of the *Representative* retiring, and Mr. Wright of the *Confederate* assuming ownership of the new paper. Mount Forest is a town of over 2,000 population and has had two newspapers for the past twenty-three years, and now there is only one. Wiarton, with a population of 2,500, has now only one. Wallaceburg with a population of 4,500 has now only one newspaper instead of two as formerly. St. Thomas has two dailies, and they have amalgamated on a fifty-fifty basis. There have also been amalgamations in Niagara Falls and Kingston. Nearly twenty weeklies have gone out of existence since the war began. There are few businesses that have been hit any harder, from the standpoint of production than the newspaper.

Can Legacies Be Taxed?

Toronto *Star*:—Is a legacy given by an employer assessable for taxation? This was the interesting legal point raised at yesterday afternoon's session of the Court of Revision by Kenneth McKay, representing beneficiaries under the will of the late John Ross Robertson.

The department assessed the gratuities on the ground that any money received from an employer must reasonably be considered as having been given for services performed.

"These amounts cannot be considered as forming part of the annual incomes of the recipients," said Mr. McKay. "Further, the estate has not yet paid the amount."

Mr. Smith held that the amounts were in the nature of gifts, and not assessable, while Mr. Ardagh was inclined to rate them as part of the incomes of the beneficiaries. In the absence of Chairman Drayton, the appeals were laid over.

"Pay in Advance" Coming

Perth *Expositor*:—Pay in advance is almost sure to become the law. Recent advices from Ottawa seem to indicate more surely that the Canadian Government will follow the lead of the United States authorities in requiring newspaper and magazine subscriptions to be paid in advance. The purpose of this measure is the conservation of print paper.

"Goodbye, Berlin!"
Turkey has had enough!
Driven out of Egypt, chased through Palestine, his grip on Mesopotamia gone, the "unspeakable Turk" is powerless except to massacre Armenians.
His faith in Wilhelm is shattered—Wilhelm who claimed special influence with Allah!
Wilhelm who called the British soldiers a "contemptible little army";—who said the United States could never raise an effective fighting force; who promised the U-Boat campaign was going to bring England to her knees.
!!-s⁂?!!~!-
So the hopes of Turkey in Europe vanish; an inglorious chapter in history draws to a fitting close.
The men who swear by the beard of the Prophet lay down their arms to the men who swear by a real shave.
Turkey—aye, and Germany, too—should have known better than to pit their strength against ten million men who own and use Gillette Safety Razors—keen disciples of the shaven chin.
Bulgaria gone; and Turkey gone! The stoutest hearts in Germany and Austria may well quail before a combined foe which calmly whips out thousands of Gillettes and SHAVES before the charge!

An instance of timely advertising. This ad was turned out in the papers that announced the fact that Turkey had quit the war.

The Farmers' Daily is Beginning to Take Form

But Head of Concern is No Man to Interview

THERE is a new portent in the newspaper sky, but whether it will turn out to be a comet or a fixed star is more than prophets can say. There is to be a Farmers' Daily, offshoot of the United Farmers of Ontario, though it will be something more than the express image of that organization. But just exactly what it will be, does not yet appear. If one had been told a few years ago that the Ontario farmer would enter the daily newspaper field, entirely on his own hook, and at a time when the cost of production is playing the mischief with the profits of the most flourishing papers in the land, one would have smiled and said that it was quite possible for ducks to roost in trees, but they weren't built that way.

And now the Farmers' Publishing Company, Limited, is among the chartered institutions of Ontario, with an authorized capital of $500,000 and five directors, at the end of the name of each the word "farmer" appears, and before the name of their president the magic "Col." is affixed. J. Z. Fraser of Burford (near Brantford) is the Colonel of Dragoons who is leading the farmers in their offensive in the trenches of the *Globe*, the *Star*, the *World*, the *Mail and Empire*, the *News* and the 40 other Ontario dailies which serve the country as well as the city readers.

PRINTER AND PUBLISHER sought some light on the reason why nearly fifty daily papers in Ontario are not enough for the organized farmers. In the United Farmers' offices on King Street, Toronto, opposite the St. Lawrence market, the Embryo Daily was found in the person of A. A. Powers, director and manager, who lives in Orono, in Durham County, and is also vice-president of the United Farmers' Cooperative Company, which last year did a business of over a million dollars. It is therefore giving the flat contradiction to those who say the farmer will never be a business man.

Mr. Powers was new to the work; but he was anything but new to the art of affably fencing off enquiries.

"Did anybody suppose that he could tell the publishers anything about their complex and hazardous business?"

"One who was hoping to learn," he said, "could have nothing to tell."

"But won't you say what is behind the scheme for a Farmers' Daily?" Mr. Powers was asked.

"Nothing is behind; everything is before," was the laconic answer, very pleasantly given, and the interviewer tried again.

"Judging by what took place at the big meeting in Toronto last summer, it would seem that the farmers are dissatisfied with the way the existing dailies serve them; and it would be very interesting to learn how they feel today, and just where the existing dailies fall short."

"That I can quite believe," replied the genial Mr. Powers, "but you see I am trying to find out the best things for the Farmers' Daily to do; and I really couldn't undertake to inform those who have been many years in the game that they have made mistakes and that there are ways of remedying them. What is the use of pretending to teach your grandmother to suck eggs? We have received so much advice, that instead of handing it back, we are going to see whether we can produce some for our own consumption."

"Will the Farmers' Daily be a trade paper, then?" was the next question.

"Oh yes," was the quick response, "in the same sense that the *Globe* is a trade paper."

This was puzzling, and the interviewer said so.

"Not at all," said Mr. Powers. "Look at the financial page of the *Globe*, and you will see that they are gotten up to serve the trades of the men who read them—stock brokers and the like of that. Incidentally the financial page and all the other pages are filled with the object of furthering the trade of the *Globe* itself, which is that of publishing. Ours will be a trade paper just like the *Globe*."

"But the *Globe* is more than a trade paper," the interviewer protested.

"So will the Farmers' Daily be," cheerfully responded its manager. "The farmer is a citizen with a head on his shoulders and a heart in his bosom, though you would not think so to hear some folks talk about him. He can read, and we're going to see if he can write. The metropolitan dailies pay him the compliment of acting as if he is qualified to judge of their wares. His own paper will be the direct fruits of the education they have bestowed upon him at so much a year."

Mr. Powers was elusive, and a little didactic. He spoke like a man who was sure of his ground and had not read the papers for nothing. It was plain too, that he would not be drawn into giving very much of his fellow-directors' plans away. His attitude can be summed in the Asquithian phrase, "Wait and See." Would he give the paper's name? He didn't know it. Where would it be published? He presumed Toronto was the best place from which to reach its readers. But where, in Toronto? That was a decision invoiving many considerations. Was the price fixed? Fix the price of newsprint and he might be able to say. When would it appear? He answered the question by another: When would the influenza be dead? Who would be the editor? He hadn't any idea, but he would be a good editor, thoroughly in sympathy with the policy of the paper and not a choreboy. And what would the policy of the paper be?

"The national policy," said Mr. Powers, and when his interrogator looked his surprise at this use of so conservative a phrase, he repeated it with additions. "The national policy," he said, "of the national industry, which is agriculture; and which, I have no doubt will be endorsed by the organized farmers of the nine provinces. The basic industry of our country which employs more people and capital than all the other industries put together, and on which they depend much more than it depends on them, will not be found hiding itself into a corner—not even a publishing corner. If we haven't found ourselves we are on the way. We are not what we were any more than we are what our critics imagine us to be. We think we have a great newspaper constituency, and that we ought to know how to supply its needs just a little better than very excellent gentlemen do who couldn't tell you more about the difference between soil and silo than that the o is in a different place."

SURE OF SUPPORT

"Have you any subscribers in sight??" was the next question put to Mr. Powers.

"A few," Mr. Powers replied as he picked up a letter. "Here is the report of one of our prospectors who has tried out the idea in his own district. He visited several clubs with this result: First meeting 60 subscribers, second meeting 40 subscribers and $350 in stock taken, third meeting 62 subscribers and $1,100 in stock, fourth meeting 46 subscribers and $350 stock, fifth meeting 16 subscribers, sixth meeting 42 subscribers and $350 stock, seventh meeting 26 subscribers, eighth meeting 24 subscribers. Yes, I think the subscription list will be fairly comprehensive."

And finally Mr. Powers was invited to say whether the Farmers' Daily would hurt any of its seniors; and this is what he replied: "The only thing that can hurt a paper is it inability to give its readers what they need. We are the friend of all and the enemy of none."

As the interviewer was leaving, Mr. Powers remarked "There is a man in Canada who built and financed ten thousand miles of railway. His first contract was in the Rocky Mountains. When he took his teams in the other contractors spoke of them as 'The Farmer Outfit.' So they were. But they did the trick, and got quite a circulation."

the paper mills I visited, and also in one of the ink factories. And one must not charge the men that they are laying down on their work. I believe our men at least are working as hard to-day as they ever did and in the other industries the loss in production was attributed to the frequent changes in the working force. The main cause, as I view it, is that the men to-day are not as steadily employed as in former years. Work in many of the departments is either a feast or a famine—either more work than they can handle or very little to do. This results in much unchargeable time. With the present scarcity of skilled labor, one holds on to what help he may have even though one can not keep the help constantly employed.

The fact remains and stares us in the face that all costs entering into production of a piece of printing will be higher rather than lower. We call these increases in the cost of material and labor abnormal costs. But are these costs abnormal? Compared with the prices paid a few years ago—yes. Compared with the present cost of material and labor to-day—no. Our costs to-day are not abnormal. In many cases they are much lower than they should be. Like the paper maker and the ink maker, the printer has been sending out estimates and quoting prices based on conditions as they were a year or more ago, hoping to somehow by manipulating the work in the plant to do it for less money than it could be done for some time past. Those of us who have cost systems base our costs on a twelve months' or twenty-four months' average. Such an average should be used in normal times—not in abnormal times. Should we not return to the first principles of cost finding, the very beginning, and instead of using an average of months, use the present costs,—the abnormal costs—in all prices that are quoted to our patrons. And one need not make an apology or explanation for the prices that we quote customers. Order paper to-day, and order other stock to-day, and frequently you will be told that no quotation can be given, nor the time stated when delivery will be made, and the price will be the price prevailing at the time delivery is made. In many industries it is not a question of price—it is a question of getting the goods. Why not let this same rule apply to the printing business? We need an educational campaign to educate the users of printing to buy now—now is the time when printing will cost less than at some future day. To-morrow prices will be higher.

Service Reward at Oswego Works

Joseph A. Schickling was pleasantly surprised at Oswego Machine Works the other day when he received his service certificate, which is given to all those who have served five years, by having the presentation of his twenty-fifth year certificate made at a full meeting of the shop, the works being shut down for the occasion.

Mr. Schickling enters the second quarter century of his connection with Oswego Machine Works in charge of the pattern department, where he has been engaged, with the same energy and ability and interest as when he first started.

The service certificate that Mr. Schlickling received reads as follows:

"This certificate is an acknowledgment of Joseph Schickling's long and honorable connection with the Oswego Machine Works, and in a small way an appreciation of faithful service and constant effort to help improve the quality and quantity of its output.

"Oswego Machine Works has not only to be proud of its record in building machines of such high quality that they have passed successfully and repeatedly the rigid specifications of the many governments it has served, but has a still greater reason to be proud of the association of so many individuals of ability and character for so long a time working together for each other's best interest.

"The sum of $ has this day, , 19 , been credited to your account.

"The full amount is payable to you personally in cash at the end of ten years from this date on surrender of this certificate (in case you desire to withdraw it at that time), or is payable at any time to your estate immediately in case of your death, upon presentation of this certificate properly endorsed at Oswego Machine Works' office."

Mr. Schickling received heartiest congratulations and good wishes from his many frends, as did also the following, who have been long connected with Oswego Machine Works, and whose framed and engrossed portraits were presented at the meeting, and together with Mr. Schickling's have been hung in Oswego Machine Works' office: D. J. Gardner, who has been connected with Oswego Machine Works since 1896; John Donovan, who started in 1897; John Lagoe, 1898, and James P. Kane and Mrs. M. Helena Wilson Heilig.

A Celebration With No Booze

A NUMBER of cities in the Dominion had a scare celebration on Thursday on the strength of the report that an armistice had been signed and fighting had ceased. In Toronto, during the affair, the suggestion was made in several sources that the ban on liquor should be lifted for 24 hours, in order that the celebration should be a mad one and a merry one.

Fortunately the suggestion never got to the stage where it had a good chance to sprout.

There is a feeling that liquor should have been freely spilled during the influenza epidemic. Booze has a string of victims to its credit that would make the death list from influenza look simply like an index to the chapters that follow.

A man who cannot celebrate the coming of peace and remain in his sober mind and in possession of all his senses had better not celebrate at all. It must be remembered that booze was shut out of this country in order that we might be more efficient to wage war. This young land gave a practical demonstration of her moral strength that England could not give. The Old Land was weakened by booze, and yet in the face of national disaster it could not rise in its might and strangle the slimy thing.

The industrial world in Canada is better by a thousand per cent. with John Barleycorn dead and buried than it ever was with him trotting around and making damn fools out of otherwise sensible men.

Be mighty careful when you take a hand in the business of rolling away the stone that is holding his carcass under the ground for the time being.

Booze is not dead yet, but the people who were soused in it before have had a chance to pull themselves together and appreciate the sensation of being sober and decent and 100 per cent. efficient.

The Printing Press the Greatest Power in the World

By H. St. V. Hickey in *The Typographical Journal*

There has been considerable bogus speculation as to the position and general status of the art preservative and its ramifications and by-products under the order "work or fight." The public takes the position of a disorganized mob where the press is in subordination as an adjunct to the machinery of the government. It reaches its high potential only when the plenipotent rallying-cry in the resurrection of its winding-sheets to the external world in a paroxysm of fury and storm, like the cyclone that is generated under equatorial pressure and with thunder and lighting accompaniment strides toward the higher altitudes of the world. So it is with the printing press. It rocks the globe and shakes the spiritual spheres until the essential essences that perfume the heavens are radio-active upon the earth. There is no law nor legal activity, nor progressive dissemination of peace or war, but through the omnipresent and omnipotent all-embracing pan-mechanical combination known as the printing press.

THE OTHER PUBLISHER'S BUSINESS

Special Advertising, Circulation and Editorial Plans

A Weyburn alderman has caused a writ to be issued against the editor of the Weyburn *Herald* for $25,000 for alleged libel.

The Norwood *Register* got out a little dodger at 6 a.m. on Peace Day, giving the official report. It was real enterprise even if it took place on a dodger.

The Vancouver *Daily World* have appointed the Charles H. Eddy Company of New York, Chicago and Boston, special representatives for them at all of these points.

Calgary *Hearald* and Calgary *Canadian* increase mail subscription rates from $4.00 to $5.00 per year November 16th, and *Morning Albertan* makes same increase December 1st.

The *Gazette and Chronicle* of Whitby gives notice of an increase in its advertising rates. It has already increased subscription price to $1.50. The new rates, which are not stated, will come into effect on November 1.

Edmonton *Journal* and *Morning* and *Evening Bulletin* increase subscription rates on November 15th. City subscribers will now pay 15c per week delivered, mail subscribers $5.00 per year. The former rate was 10c per week deilvered, and $4.00 per year by mail.

June, July and August are the three months of the year when School Boards are looking for teachers to fill vacancies. During those months of this year, the Toronto *Globe* kept a record of the ads. inserted in the "Teachers" columns. The total was 10,592.

The *Island Patriot*, Charlottetown, P.E.I., has increased its subscription rates to the following rates: The new rates for the *Patriot* beginning on Tuesday next will be: Single copies—3 cents. Annual subscriptpion, city delivered, $4.00. Annual subscription by mail $3.00.

On October 31 the Campbellton, N. B.,*Graphic*, turned out a very creditable number, four pages being printed on special paper, and being taken up with a historical resume of the experiences of the local battalions, and especially the death in action of Lieut.-Col. A. E. McKenzie, D.S.O.

There was no issue of the Aurora *Banner* in a recent week owing to the fact that the entire staff is incapaciated by influenza. The closing of all schools, churches, and theatres in the town, by order of the Board of Health, has had considerable effect in preventing the spread of the disease, but a large number of cases still exist.

Damages amounting to $5,000 are being asked for by the Telegram Publishing Co., of Winnipeg, and Knox Magee, editor, in a suit filed against the Winnipeg *Tribune*. This damage is claimed as a result of alleged "false, malicious and libellous" statements printed on Sept. 25. The case will come up for hearing within the next few weeks.

The subscription price of the Lethbridge *Herald* to city subscribers has been advanced to 15c a week. This rate has already been established in other Western cities. In spite of all the war advances there has been no increase in the price of the *Herald* during the past four years. The price of paper alone, since January 1, 1917, increased 62½ per cent.

The Edmonton *Bulletin* has been featuring the overseas present business, with a page headed, "Will it be their last Christmas at the front?" "Let's make it their best," had a nice lot of well-displayed business on it. The only reading matter was contained in some suggestions as to the packing of parcels, what to send in the parcels, postage rates, and other such information. In fact this appears to be about all that is necessary to carry a page of good advertising in this line.

Ald. Wilson's libel action against the London Free Press Printing Company was dismissed at the trial, and the Second Divisional Court declined to interfere with the jury's finding, so his Osgoode Hall appeal also fails. Wilson's complaints instanced a case in which the *Free Press* said that certain persons, not including Wilson, were the "only" aldermen present. The *Free Press* did not dispute the allegation that the paper's manager had given instructions not to refer to the plaintiff in the Council reports, but asserted that the use of the word "only" was a mistake. Mr. Justice Riddell says: "The jury has not necessarily found that the publication was not libel; the jury was justified in finding a verdict for the defendant, even though the jury thought the publication was even a libel."

In a recent issue of the London *Advertiser* there were several special pages in which a good deal of splendid advertising has been developed on the plea of getting Christmas presents away early to the boys at the front. The reading matter on the page was largely taken up with directions for mailing and packing parcels that were to be sent over, while another story also dealt with the various suggestions for acceptable gifts. Advertising has been solicited from dealers in a large number of lines, all of which were displaying suggestions of things that would go well in a box to be sent overseas. Quite a number of the papers in the district have been using this same idea with very good results. Just now it is a very timely appeal and it is the means of pulling good business.

Notices appear in the Brantford *Expositor* and *Courier* stating that an increase of subscription rates has been found necessary in the turning out of the papers in that city. After December first the following rates will be in effect: Delivered in Brantford and vicinity, 45 cents per month; by the year, paid in advance, $5. Single copies two cents. Notice is also given that payments in advance made after the notice appears, can only be made up to December 1 at the old rate, and after that the new rate will apply. This is a feature that many papers seem to dodge with purpose. If the Brantford papers are worth 45 cents a month on December 1st, there is no reason why a person, by ordering a year in advance from now, should get the old rate. The Brantford papers are right in enforcing this provision.

The Vulcan, Alberta, *Advocate*, has turned out a telephone directory for the district, which has made a strong appeal to the advertisers. The printing is done on heavy stock, 8 pages stapled, with string for hanger. R. W. Glover, editor of the paper, in passing the idea along to others, says: "The idea of it was to cover a slack two days in the office. Advertising space on the directory was sold at $3 for a small space and $4 for the larger ones. You can see that at that rate it made a profitable undertaking. The idea had a ready appeal to the business men and merchants as they liked the idea of a local directory as not being so cumbersome as the official directory. Incidentally it is more correct than the official, which contains the almost inevitable amount of mis-spelled names, omissions, etc. The success of the

idea led us to mail one to every telephone subscriber free, a point which went a long way with the advertiser.

In connection with the outbreak of the influenza in several of the larger cities, it is noticed that the Boards of Health have used quite a bit of advertising space telling people what to do to prevent the disease. This is quite a change from the programme that used to be followed in such cases where the work of giving all the publicity to the affair, as well as the warnings. was left entirely to the newspapers. There is no doubt that in a case such as the present, any newspaper would be glad to publish any information that it could in an effort to help the people prevent the disease. At the same time it is rather agreeable to notice that such bodies as Boards of Health are coming to realize their own responsibility in the matter. The spreading of such information is really part of the public policy in fighting a disease, and it is quite right and proper that newspaper publicity should be regarded as one of the agents for which remuneration should be made.

In the London *Free Press* of a recent date two good pages of business appeared in connection with Christmas shopping for the boys overseas. The reading matter on the pages deals largely with the gifts that have been found to be very acceptable to the soldiers at the front, and to the best methods of packing and sending them, as well as the necessity of getting them away in good time. Special emphasis is also laid on the fact that the receiving of these things by the lads at the front is a great help to them, especially coming at the festive season. The advertisers in London have responded in a splendid way to the idea, and the result is a nice lot of business was developed for the *Free Press*. The advertising was from the firms dealing in safety razors, Christmas cakes, wrist watches, cigars, tobaccos, gloves, socks, underwear, flashlights, candies, military boots, and a great many of the other things that people have learned from experience to send to the soldiers overseas. There is no reason why this idea could not be developed elsewhere, not only for Christmas Shopping, but for the encouragement of the great stream of parcels that is constantly being sent from this country to the camps on the Western Front.

The Cowichan *Leader*, published at Duncan, B. C., claims a circulation of about 1,100. Its new rate card is out as follows:

Effective November 1st, 1918

DISPLAY CONTRACTS—PLATE MATTER

Agate measurement—14 lines to the inch.

Flat rate, 25 cents per inch.

No lower rate. Commission of 25 per scent. allowed to agencies recognized by Canadian Press Association, Inc. No commission to unrecognized agencies.

Composition—Display matter requiring to be set, 5 cents per inch per insertion additional on plate matter rates.

SPECIAL POSITIONS

The above rates are for run of paper. We always endeavour to satisfy our advertisers in regard to location, but when special positions are required, extra charges will be made according to position stipulated.

CONDITION OF CONTRACT

The rates quoted are for space to be used within twelve months of date of contract. All advertising subject to the approval of the publisher. The publisher not bound to insert over forty inches in any one issue.

CO-OPERATION WITH ADVERTISERS

The *Leader* will extend all possible and reasonable co-operation with the advertiser and local dealer towards promoting the sale of any line of goods in Cowichan.

READING MATTER

Accepted and run only under head of "Announcements" on local page, next to "locals:" 10c a line; 3 months' contract or over, with minimum of five lines a week, 8c a line. Set in 6 point body type. Black face type double these rates.

SPECIAL ADVERTISING

Financial and annual statements of banks and other corporations, 50c an inch.

Political and election advertising, 50c an inch.

Legal and formal Government and Municipal advertising, 12c per line for first insertion; 8c per line each subsequent insertion.

CONDENSED ADVERTISING

One cent per word each insertion. Minimum charge 25c per insertion. Cash in advance or 25c booking fee added.

Agency News

A mail order campaign for Richardson & Co., Toronto, girls' dress makers, is being conducted by R. C. Smith & Sons in Canadian publications.

A number of the large dailies are carrying full page space for Gerhard Heintzman. This campaign is being conducted by the Baker advertising Agency.

Carnation milk is going to be strongly advertised in Quebec now. Copy has just been released by the Baker Advertising Agency in daily and weekly newspapers of the province.

Don. A. Tuck, well known in Toronto advertising circles has just returned from England, after three-and-a-half years experience in khaki. Mr. Tuck acted in the capacity of confidential clerk to Gen. Alderson during the latter's regime as inspector general.

Some exceptionally well prepared copy is being sent out to a limited number of papers in the Maritime and Western provinces advertising Chocolatta. R. C. Smith & Son, advertising agents, Toronto, are conducting this campaign. The copy was prepared by Ernest Pond.

Wm. G. Colgate, Norris-Patterson Advertising Agency, reports the successful conclusion of the Victory Loan advertising campaingn. Mr. Colgate represented Norris-Patterson on the copy committee and he and his co-workers are to be congratulated upon the excellence of the copy produced.

Wm. F. Ralph, formerly copy writer and business promoter of the Norris-Patterson Advertising Agency is now free-lancing in the advertising field. Mr. Ralph has been succeeded by W. E. Cox at the Norris-Patterson agency. Mr. Cox was formerly advertising manager of the *Canadian Courier*.

A monkey wrench was thrown into the machinery at headquarters of Victory Loan advertising campaign when the false report of the armistice was circulated. A good deal of the copy due to run in various publications throughout the country after the memorable 7th was based on battles, present and future. This occasioned a good deal of adjusting by wire, which in the light of later information proved unnecessary.

Grace motors, Limited, Toronto, are going after western business for their Lay Porta Power device. They say it makes a hired man out of an automobile by running all kinds of machinery around the farm at a nominal cost. Lay Motor Power pumps water, runs washing machines, cream separators, churns, saws, concrete mixers and all like machines. The advertising for this highly practical automobile accessory will be placed by the Baker Advertising Agency in western farm papers.

Special campaigns have been arranged for Carnation milk in Vancouver, Winnipeg and the Maritime provinces. Each campaign has a different objective. The Winnipeg slogan is "Buy Milk by the Case." Winnipeg's milkless day will lose its sting when the housewife learns more about the merits of Carnation milk through this campaign. In Vancouver milk prices are high. By adding water to Carnation milk in sufficient quantity high prices of this domestic necessity will take a tumble. A general campaign is being put on. The Baker Advertising Agency, Toronto, is placing this advertising and the copy is the kind that carries a punch.

Basing Charges on Right-Now Cost Prices

A Review of the Trend of Prices

AT the annual meeting of the U. S. Typothetae, the following paper on "Abnormal Costs" was read by J. M. Thomssen, of Cincinnati:—

"Let us examine into some of the reasons for these abnormal costs as they are related to the printing business. One of the items, and a large item, entering into our costs is paper. A number one machine finished paper that sold at $3.45 per 100 pounds at the mill to jobbers in 1913, now sells for $8.25 per 100 pounds at the mill—an increase of 139 per cent. A mill that makes quite a variety of papers—writings, bonds, ledgers, etc.—received an average of six cents a pound for its product at the mill in 1913, and to-day the average price per pound is twelve cents—an increase of one hundred per cent. A sulphite bond made by this mill was sold for six cents a pound by the Cincinnati jobbers in 1913, and to-day is selling for fifteen cents a pound—an increase of 150 per cent.

But let us look at the comparative costs of some of the materials entering into the making of paper. Rags, third blue, costing $1.40 per 100 pounds in 1913, now cost $4.75—an increase of 239 per cent. and these are the rags used in most of the papers you and I purchase. New rags went from $4.00 per 100 pounds to $10.00 per 100 pounds in the same period—an increase of 150 per cent. The chemical wood pulp used in making paper increased 102 per cent. in price in the last five years. The average increase in the cost of the following items entering into the making of paper, namely, bleach, lime, alum, rosin, glue, starch, clay, filler, silicate and lumber is 71 per cent. The price of wires and felts have increased 139 per cent., and there has been an increase of 102 per cent. in the wages paid the men working in the paper mills in the last five years. Fuel has increased 174 per cent. in price. I have said nothing about the increased price of dyes used at the mills. Permit me to give you two items only. These are exceptional. Going into the room where the dry colors were kept the owner pointed to a keg on an upper shelf containing blue dyes, and stated that he formerly paid 50 cents a pound for that blue, and now it was costing him $9.00 a pound—an increase of 1600 per cent.; and then he referred to a green that formerly cost 36 cents a pound for which he now paid $18.00 a pound—an increase of 4900 per cent.

THE COST OF PRINTING INK

Another great item of expense in the printing business is the ink. In going over the prices now paid in our plant compared with the prices paid in 1913, I find an average increase in the price of cover blue, the chromatic colors, job press black, blue and red job inks, etc., of 52 per cent. I also find that there has been practically no increase in the price of the cheaper black inks, no increase in job blacks, and only a very small increase in half tone black. But let us look at some of the increases ink makers are paying for the materials used in the making of ink: Rosin, 247 per cent.; linseed oil, 332 per cent.; gas black, 471 per cent.; blue toner, 247 per cent.; crude oil, 200 per cent; pigments for red, 1050 per cent.; chemicals for blue, 2066 per cent. Then we must also consider the increased fuel cost of 102 per cent., the increased labor cost of 60 per cent., and the increased cost of machinery and repairs of 100 per cent. And at these increases they are not able to buy the materials required in large quantities, and frequently not at all. With these figures staring us in the face, is it any wonder that salesmen have been instructed not to endeavor to sell the cheaper inks? And are not you surprised that ink is sold at prices prevailing to-day? I know from personal interviews held with some of these men that they care little whether school keeps or not.

All printers use more or less of bindery materials. There has been a marked advance in these. Let me mention some, giving the prices paid in Cincinnati in 1914 and 1918. Common cloth, 94 per cent.; vellum de luxe cloth, 162 per cent.; imitation leather, 162 per cent.: No. 1 heavy red buffing, 166 per cent.; law skiver, 100 per cent.; binders board, 157 per cent.; gold leaf, 54 per cent.; glue, 133 per cent.; wire, 60 per cent.; soft twine, 125 per cent.; linen and cotton thread, 175 per cent.—an average of 126 per cent.

Let me here give the increases on some of the supplies purchased by us, 1918 over 1913:—

In the electrotype foundry we paid the following increases: Pig lead, 7 per cent.; electrotype metal, 62 per cent.; tin foil, 117 per cent.; bees wax, 66 per cent.; copper anodes, 60 per cent.

In the pressroom we find the following: Gasoline, 60 per cent.; coal oil, 125 per cent.; wipers, 157 per cent.; composition rollers, 247 per cent.

Purchases made for the composing room show the following increases in materials: Monotype metal, 76 per cent.; pig tin, 101 per cent.; linotype metal, 73 per cent.; padding glue 186 per cent.

These are times when our Government expects us to make use of such machinery as we have and discourages the buying of new. If to-day we bought an additional cylinder press, we would pay about $5,000 for a press that a few years ago could have been bought for $3,000, and the price of the press has not advanced in proportion to the increased cost of material and labor entering into the building of press, for labor has advanced 65 per cent. and the press builder to-day is paying an advance of not less than 140 per cent. on all materials and castings going into the printing press.

And what applies to the printing press will apply to all machinery used in this industry. If prices have not advanced anywhere from 50 to 100 per cent., it is only a question of time when they will do so. In figuring to-day one should not fail to consider what it will cost to replace old machinery with new.

Then there are other materials that must not be overlooked. All offices, no matter how well equipped they may be with type casting machinery, must buy more or less from the type foundry. Body type has increased 64 per cent. in price in the last few years; job type, 67 per cent.; brass rule 88 per cent.; cabinets, cases and stands 40 per cent.—and there are other items too numerous to mention.

One item we must not overlook and that is the increased wage paid to our employees and it does not yet appear what it will be. Figures are not available showing the increases in wages paid in various cities in the United States; but taking our own plant and the increases range from 10 per cent. to 37 per cent., and show that a 20 per cent. increase is a fair average.

PRODUCTION IS FALLING OFF

There is, however, a matter far more serious than the increase in wages paid everywhere, and which in the printing industry is far less than that paid in other lines. Let me simply refer to figures contained in this paper. The increases mentioned are as follows: To workmen in the paper mills, 102 per cent.; in the ink factories, 60 per cent.; in the machine shops, 65 per cent. If your experience is the same as the experience at the Methodist Book Concern, then while there has been an average increase in wages of 20 per cent., there has been an average increase in the hour cost of 35 per cent. The men are not producing as much to-day as they did five years ago. A similar condition was found in one of

Western Ontario Editors May Organize Now

Meeting at London Discussed Matter

A MEETING was held in London a few days ago, the object of which was to discuss how best the newspapers in that part of the country could advance the publicity work of the Victory Loan. From that beginning the trend of the meeting drifted to other things, among which was the idea of forming an editorial association in Western Ontario. A London *Advertiser* report on the matter said in explanation:

"An informal discussion of a proposal to organize a Western Ontario editors' association was held in this city on the occasion of a gathering of newspapermen to discuss publicity plans for this division of the Victory Loan. A representation of the leading newspapers in Western Ontario was strongly in favor of uniting the editors of all newspapers published west of Brantford in an organization that would have for its objective the advancement of Western Ontario in every possible manner by a concerted effort.

PLAN EAGERLY APPROVED

"All of those who attended the meeting took up the suggestion eagerly and pointed remarks were made regarding the control of newspaper affairs at Toronto and the lack of interest shown in the affairs of the richest, most thickly populated district in Canada. While it was admitted that Toronto and the eastern division showed no spirit of opposition to the western newspapers, it was felt that a closer alliance of the newspapers in this district would work for the mutual welfare of the whole district.

"The newspapers would have a mouthpiece and would get together to discuss questions of vital interest to their own communities and to the district which, in so far as sentiment and enterprise are concerned, form what might be regarded as a province distinct from the eastern portion.

NOT AN OUTLAW BODY

"In no sense would this be an 'outlaw' organization, but it would be sectional and designed to advance mutual interests and to make Western Ontario a distinct entity. Those present felt that the new organization would be assured of a membership of at least sixty, and that the editors of weeklies and dailies would be willing to join.

"A committee, which will advance the organization immediately after the Victory Loan campaign, was named as follows: W. J. Laut, *The Advertiser*, chairman; A. J. West, Border Cities *Star*; M. M. Maxwell, Chatham *Banner-News*, and Mr. Bradley, St. Thomas *Times-Journal*. Any of these will be glad to receive the views of other editors regarding the proposal."

WHAT THE WEEKLY MEN THINK

PRINTER AND PUBLISHER has discussed the matter with several of the newspaper men from Western Ontario, and there is no doubt that the feeling is quite marked. Several of them have stated very plainly that they regard the Canadian Press Association as it now stands as not being sufficiently representative of the interests of the smaller publishers. There is no question about it—the weekly section could, if they chose, dominate the entire situation, because they have the votes to do it with. The feeling also is that the weekly section would be backed by the trade and class section, and there is no doubt but what this could turn out to be the case should the matter come to a trial on that ground.

PRINTER AND PUBLISHER is told, and this report comes from several sources, that there is a feeling that the C. P. A. made a very serious mistake at the meeting this year in muzzling the press regarding the reports which should be used of what transpired at the sessions. It was so arranged that no report of any meeting could be used without the sanction of the president of the association.

One of the publishers stated his views as follows not many days ago: "That was a serious mistake. I did not pay much attention to the notice that appeared on top of each programme for the day's proceedings because I was not much concerned about a report. But the thing is this, we are contending in our city all the time for entrance for the press to all the committee meetings of the city council and the various boards. We are urging that there is no reason why they should do things in secret unless they have something to cover up. The press all over the country is always banging away at closed doors, and protesting against the exclusion of reporters, and yet, at the annual meeting of this same press, they do the very thing that they are fighting every day in the week. It was one of the most serious mistakes that the press has ever made."

Information that we have received from London is to the effect that organization of the Western Ontario Editorial or Press Association will take place at the conclusion of the campaign for the Victory Loan. A circular letter will be issued to the publishers of the district concerned to ascertain their views on the matter, and inviting them to join.

The Skidding Grows Harder

Thamesville *Herald*:—The *Herald* was notified Saturday that owing to the recent order of the paper controller at Ottawa its news print would be raised 20 per cent. after that date. At the present rate of increase even $1.50 is soon going to show a loss on subscriptions to country weeklies. Apparently the much-vaunted power of the press is not in it with the power of the big moneyed pulp and paper combines. Might we not paraphrase Oliver Goldsmith with aptness: "Ill fares the land, to hastening ills a prey. Where wealth accumulates and country newspapers decay." At the present rate paper will soon be out of their reach.

Well Nigh Licked But Still Going

Durham *Chronicle*:—The editor of the Chatsworth *News* has been down with the Flu, and a member of the staff was off the job for a couple of weeks on account of diphtheria in the family. This gave the editor material for an apology in last week's issue for the paper being late. We used to give reasons, too, for being behind time, but we've quit. We find so many things to knock our plans in the head we would be apologizing all the time if we undertook to explain them. We are up against many hard propositions but do the best we can. The *News* is doing the same and that is all the public can expect.

Vancouver *World*.—Last Sunday marked the thirtieth birthday of *The Daily World*. On that day, in 1888, the late J. C. McLagan, who, with the late Senator Templeman had been publishing the Victoria *Times* for some years, issued the first copies of this paper. The foreword of the publisher has been reproduced in these columns several times. It expresses in vigorous style the decision of the publisher to work out his journalistic destiny, free from party shackles or party obligations. Those who recall the fierceness of party rancor thirty years ago need not be assured that such a policy required determination and independence of no mean order. This was the spirit of the late J. C. McLagan. To-day the paper which he founded gladly pays tribute to his enterprise, his prescience and his public spirit.

Printer & Publisher

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A. R. KENNEDY - - - - - - - - - Editor

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Canada's a Great Place

CERTAIN factions of the Canadian press are given at times to discussing the degree of imperialism to which they are addicted. Apparently there are luke-warm imperialists, luke-warmer kinds, enthusiastic ones and the real old ultra-imperialists, to whom Canada is, and always will be, a colony and nothing else.

With all due regard to the policy of some of these papers, there is a great big work that remains for the Canadian papers to do, and that is to speak and think in terms Canadian.

This country is a great proposition. There is none better. The children in the schools should be taught that it is the greatest place under the sun. They should be early given the idea that Canada is a nation, not an offshoot.

Canada has been giving a demonstration in the last few years that should serve to let a little daylight into the skulls of some of the colonial-saturated folk.

This country has made a record on the field of battle that has not been surpassed by all the military traditions in the world. The Dominion has shown that the mechanics of this country are capable of making the Canadian shell shops the finest in the world, and shell and fuse making were new things to the Dominion. The very fact that the Dominion was able to maintain her leadership in this business shows that, with equal opportunity she could do the same in any other line that her people had the opportunity of tackling. Canada has developed her industrial nerve to quite a degree, and she is not minded to let it grow weak after the making of shells has ceased.

All this is well, but there are happenings at Ottawa that the Canadian press would do well to watch and watch carefully. This country is being too much governed by orders-in-council and the rule of censorship. The censorship of the Canadian press was never justified, and the serious-minded people resent it. It was a slam at the whole decent press because certain authorities had not the courage to handle a few renegade papers that needed possible attention. Government by order-in-council is dangerous; it is not a good thing for the government itself that has to abide by the decisions of the few of its members who put these things across; it is not good for the people of the country at large who have to live under the half-baked legislation that is galloped through. The press of the Dominion can right now perform a real service by calling, irrespective of politics, for a cessation of the ruling of Canada by orders-in-council.

AN HONORABLE ACT

Some months ago the Dodd-Simpson Press, printers and publishers, Montreal, went into liquidation and in due course the business was wound up, creditors receiving a percentage on the dollar.

Recently they were agreebly surprised to receive a letter from Sidney C. Simpson, one of the members of the old firm, enclosing his personal heck for a sum bearing approximately the same proportion of the whole loss as his (Mr. Simpson's) interest in the old company bore to the total interest.

This action on the part of Mr. Simpson is entirely voluntary, the old company being a limited liability company and all legal obligations dissolved with the winding up of the concern. Naturally the fortunate creditors appreciate Mr. Simpson's highly honorable action in the matter, especially as the clearing off of these moral obligations involve a cash outlay of something in the neighborhood of $5,000.

Toronto *Star* Has Gone Wrong

IN its effort to increase revenue, the chances seem to be that the Canadian papers have allowed the paper to be edited too much from the front office. Not many years ago the society columns of the papers use to fairly bristle and bulge with items about engagements. It was good news. It was readable stuff. In fact the paper could not pay for material that had a greater local interest than the announcement that two well-known local people had decided to get married, and wanted all their friends and relatives to be financially prepared against that day But the business office frowns on all this sort of publicity now. It's shortsighted. They charge fifty cents for the insertion of the item, and it has a news value of a dollar. Not only so, but an avalanche of these announcements should give the advertising salesman a great lever to pry business out of the local jeweler.

And then the personal columns of the larger papers! For instance here's one from the Toronto *Star*: No, we'll make it two, for they follow each other and are both full to the ears with an unusual amount of real human interest. They run thusly:

Widower, 34, encumbrance, aged 9, 12, 14, wishes to make the acquaintance of lady or widow; no triflers need apply; object matrimony. Apply box 404 Star.

Widow, without children, wants a good husband, widower or bachelor, with enough money to keep the two of us. Box 548 Star.

Now that's good reading matter. It indicates a longing for domestic life, a hungering after the kitchen range

and a burning thirst for carpet slippers and a maltese cat. That widower of 34 persists in using that word "encumbrance" in reference to his children. That indicates that he realizes they are a handicap. They would not be allowed to speak at the table, and the new mother that was skidded into the home could make them bob and spin at the crook of her finger. These encumbrances would in reality be mother's helpers. It is also noted that he wishes to marry a "lady or widow." We take that to mean if he can't get the former he'll take the latter. This gent with his trio of encumbrances also wants it understood that it is useless for a trifler to waste postage stamps or telephone tolls on him. Now that ad. is full of character. It bristles with the earmarks of a man who could make toast and put on storm doors and windows. He's a regular character study. The Toronto *Star* should not charge him anything to get into print with his life's story.

Now, there's something about the second ad. that is worth front page consideration. It ought not to be pitchforked by the business office into the squeezing of the six-point column. It should carry a heading and a few touches by the art department. Likewise there should be an interview by "Our own Reporter" on what this woman thought would be the chief markings of a good husband. Now, whether No. 1 ad. writer would hook up with No. 2 we don't know, but it looks like Cupid ramming a charge into his musket and getting ready for business. This woman has married before. More news. Why not another interview on "Why I want to get married the second time?" More touches by the art department and more heading type. She's a bit particular, this widow. She wants a widower or bachelor. In other words she thinks a widower is apt to be tamed down and easier to handle. Having learned the art of tossing the pay envelope into the wife's apron he's apt to continue the trick. However, if she can't get a widower she'll take a chance on a gay old bachelor. Another interview on "Why I would rather marry a widower than a bachelor." Good land, the situation is full of undeveloped news. And this No. 2 woman is a business person too. There's to be no monkey doodle business in regard to the family finances. The man of her choice must have money enough to keep them both. She's not going to rent rooms or work in a munitions plant on the side. She'll stay to home and dwell among buckwheat pancakes and span clean pillow slips. There's heaps of character in that No. 2. The *Star* couldn't go out and buy stuff like that, and yet it charges these interesting people when they want to get into print. This business of letting the business office run the roost is enough to take the heart out of an editor who knows news and loves it regardless of dollars and cents.

A Sheer Waste of Paper and Effort

THERE is not a paper in the Dominion that would not willingly do all that is reasonably within its power to assist in making the Victory Loan a success. The need for this success is so apparent that it hardly needs any outside force to drive it home.

Certainly it did not need a great deal of the wasted effort that was put forth by the National Press News and Feature Service that has been bombarding the press of the country daily with suggestions of various sort.

If there is any need for saving paper this National Press News and Feature Service apparently never heard of it. Day after day they sent out sheets 18 x 12, with the startling information on top, "Release at once, Mr. Editor; this is exclusive in your territory. It is submitted free of charge. Please give front page position if you can."

Now on top of all that introduction one might naturally look for a real story. Front page episodes are not to be sneezed at even in war times. Well, what of it? Here's the copy:

"Don't be a Quitter. Buy More Victory Bonds."

Now if there is a news editor in this country who could not put out a better idea than that he doesn't deserve to hold his job any longer.

One might well imagine that the newspaper men of the Dominion were not up to their jobs. Men who had been writing pyramids and decks, page streamers and sub-heads, double and three-column spreads, and all sorts of good stuff for years being told that the line "Don't be a Quitter," was being released to them free of cost and exclusive in their district, and taking a paper 18 x 12 to make the announcement—the whole thing is splendidly ridiculous.

Reliable War News

TORONTO newspapers have published protests against the sale of Buffalo papers in this city for five cents each containing stale news. In fact a detective went out, and lone-handed grabbed a bit of a youngster who was working at this and took some three hundred papers from him.

Of course there is nothing commendable about the selling of such news.

But Toronto papers are not blameless in this matter.

They have brought out Sunday extras with a rehash of Saturday's late news and flooded the city with them at five cents each, and Toronto was thrown into premature hysterics over a peace celebration on the say-so of a Toronto paper.

So when it's all considered it may be found that Buffalo is only a bigger offender than Toronto.

But Times Change

I USED to think I'd like to have a job of bein' a king, or else an emperor or duke or some such hefty thing, to have a crown stuck on my dome and set upon a throne, and havin' fifty thousand folks a-dustin' round your home.

To say unto this man, get out, to that chap, come in, to see them hustle off the porch and 'op about like sin.

To always have a dollar bill to blow just when I please, and not to hear my creditors line up and snort and wheeze. To have ten pairs of boots to wear and sixteen suits of clothes, by heck, that gent would have no frets, no troubles and no woes.

But just the other day the folks what dwell about Berlin, they pulled a trick that worried me and got beneath my skin. They went unto the Kaiser's place, they pounded on the door, and walked with muddy, ob'-nailed boots upon his parlor floor, and took the crown from off his brow and gave it to some jay, who used to wear a homespun gown and dine on bread and hay.

And then they turned again to him what ruled the German land, and they had blood within their eye and muscle in their hand, and said: "Now, Bill, hoist out of this, and move your wife from here, for after this you'll drift and earn your wieners and your beer."

I'd rather have some lowly job, where I could show my worth, where I could take a pick and gouge some holes into the earth. Where I could hear the boss come 'round and say, "You are a bird, I'll make you boss some day, you jay, of all the bloomin' herd. You'll rise to be a dandy here, the banks will court you soon, I'll give unto you ten bucks more and holidays in June."

No, this here job of kingin' and emperorin' over folks, and tryin' to stand in sideways with all the warrin' blokes, it ain't just what it used to be, I'd rather be uncrowned, the way they're grabbin' things and tossin' them around. —ARK.

Here's a case where the cash box triumphs over the editorial programme for the day: "Owing to an unusually large quantity of advertising in this issue, says the Oak River, Man., *Post*, "we are unable to publish the regular instalment of our serial story, "Carman's Messenger," but it will be forthcoming in our next issue.

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers
By H. A. Nicholson, Manager Printer and Publisher

Two of the advertisements selected for victims of this month's offensive are from papers sent in for criticism. Both of them are weeklies. No doubt the publishers think pretty highly of their papers, and as a matter of fact they do rate high in their chosen field, but even so their advertising columns will stand a modicum of criticism.

One of the ads referred to is designated No. 1.

Very few of the ads we select for criticism have in the first place been prepared by professional ad writers. They are usually written by men who have no idea of what constitutes good advertisement writing and good advertisement display. Consequently the compositor is often at a loss in his attempt to produce a well set ad , an ad that is pleasing to the eye and easy to read, an ad. that gets the message across. However, as we have had occasion to remark before in these columns, compositors are inclined to overlook opportunities for effective display, even though the matter fails to lend itself to the best advantage.

Take the ad bearing the name P. M. Kennedy (No. 1). A good many typesetters would glance this ad over and exclaim, "Well, considering the way the matter reads it is a pretty fair set-up." In our opinion, too, it is a pretty fair, set-up, all things considered, but it is not displayed to the best advantage. Our reset ad will endeavor to prove this. The same applies to the other ads under consideration. We will take them in their order and discuss their merits and demerits.

Advertisement No. 1.—(*P M. Kennedy*). Over-display is one fault of this ad. We will repeat what we often said before "All display is no display." The important lines in this ad are "New Fall Goods" and "Men's Harvest Boots." The firm's name should be fairly prominent, too. But the line "All Summer Goods" is of secondary importance and this with the agency lines over-displayed beneath the firm's name are too prominent and interfere with the lines of main importance. The eye does not know where to rest in an ad thus displayed and nothing is driven home. Our reset ad overcomes some of these faults.

Advertisement No. 2.—(*Craigs'*). What attracted our censorious eye first in this ad was the border. Note the variety. Murder! At first glance we thought this was due to lack of a sufficient kind of one border but an investigation revealed the same idea carried out in several ads in the paper, showing an ample amount to complete several ads with any one of the variety of border designs seen in the ad shown here. What possessed the compositor to carry out any effect like this is past our comprehension. It is the first time we have seen it attempted.

Now for the rest of the ad. Craigs' seems to be a general store. They had a week's sale of seasonable "Fruits." Quite an important item and thus deserving of prominent display. But "Fruits" was subordinated to the words "The Best" displayed at the top, which are really of no account. The reference to the grocer stock is weak and unimportant. It stands in the way of the more important reference to fruit.

"Fall and Winter Wear" is deserving of prominent display but in this ad it clashed with the firm name and brings a preponderance of weight to the bottom. See our reset advertisement.

Advertisement No. 3.—(*Veale Bros.*) This ad is top heavy. The fault is seen at a glance. There was no necessity for having items hugging the border either. It is an ad that afforded the compositor a good opportunity for something approaching correct display but he missed it. However, like the other ads discussed here, demands of an insistent advertiser may have had something to do with the faults of this display, especially the placing of the name at the top. Refer to the reset ad for our idea of a better ad.

Advertisement No. 4.—(*C. W. Kelly & Son*). Many a good ad is spoiled by a border badly joined at the corners. This is one of them. It pays to have well-knit borders. The display is good in many respects. It is uniform in weight—border well matches the display type. The wording is catchy and stands out in relief too. The text matter would have been better had it been in heavier type, however, notwithstanding the merits of this ad we have taken the liberty of making a drastic change in our reset, merely to show that there is more than one method of effectively displaying an ad. Our reset is probably more to the point and does away with the monotony of the display noted in the top portion of the original ad.

How to Plan a Piece of Printing

RULE ONE: Write the copy *first* and condense or expand it until it tells the tale tersely but convincingly.

RULE TWO: Pick the points which can be made plainer by the use of illustrations.

RULE THREE: Decide what kind of illustrations will be best—photographs, retouched photos, wash-drawings, or plain pen-and-ink sketches.

RULE FOUR: Select a type face for your text, based upon the kind of engravings to be used; avoid fine lines unless you are using well-coated stock. When in doubt as to size, use ten-point *or larger.*

RULE FIVE: Decide width of type line. Keep it short and use two or more columns if your pages are wide.

RULE SIX: Order engravings of a width to accord with the type measurements so that it will not be necessary to set type in uneven measure around them unless the effect warrants the increased expense.

RULE SEVEN: Decide upon the shape of your printed piece, basing the width largely upon the need for large or small pictures; and the number of pages upon the estimated amount of type and engravings.

RULE EIGHT: Select a paper stock from which the desired size will cut with minimum waste, surfaced according to the kind of engravings you are to use; coated for half-tones; uncoated for etchings.

RULE NINE: Have a dummy made from the selected stock and weigh it to make sure that there will be no excess postage.

THE CORNER STORE

GRAND SHOWING OF

New Fall Goods

MEN'S

Sweaters and Underwear
Mitts and Gloves
Suits and Overcoats

SPECIAL PRICE ON

Men s Harvest Boots

All Summer Garments

WE WILL CONTINUE TO CLEAR
AT ADVERTISED PRICES

P. M. KENNEDY

AGENT FOR

Ogilvie's Flour — Butterick Patterns
Peabody's Overalls

HIGHEST PRICE PAID FOR FARM PRODUCE

CANADA FOOD BOARD LICENSE 8-11897.

Advertisement No. 1—Appeared in the Lemberg *Star*, Lemberg, Sask., 2 col. wide by 8¼ inches deep.

Sunday is Another Gasless

But Don't Let it be a

Musicless Day

Take a few new song hits home to cheer you up. SMILES; OH FRENCHY; WEE WEE MARIE; MY PARADISE; MY BELGIAN ROSE; GOOD-BYE DADDY DEAR; are the favorites let us play them over for you.

C. W. Kelly & Son

33 Lower Wyndham Street

Advertisement No. 4—Appeared in the *Herald*, Guelph, Ont., 2 col. wide by 3½ inches deep.

You Can Get in Touch With

"THE BEST"

in ALL lines when you deal with us

Our Grocery Stock is Complete

This Week in
FRUITS

McIntosh Reds, No. 1 Grade
Wealthy, No's 1 and 2 Grades
Crab Apples, Hyslop No. 1
Green and Ripe Tomatoes
Pond Seedling Plums
Marrow, Citron and Pumpkin

Next Week, Ontario Grapes

Eat what you Can, and Can what you can'

We invite you to look at the large range we are Showing in Ladies and Misses

Fall and Winter Wear

Service a t Craigs'

CRAIGS'

CASH STORE, PHONE 5
VERMILION

Canada Food Board, License No. 8-23948

Advertisement No. 2—Appeared in the *Standard*, Vermillion, Alta., 2 col. wide by 9¼ inches deep

VEALE BROS

Housefurnishers - 41 Ontario Street

BATTING COMFORTEES

For the cold winter nights, a new Comforteer might be needed and if so just notice how splendidly we can serve you as well as reasonably.

60 in. x 72 in. Art Muslin Covers.....$1.98 each
66 in. x 72 in. Art. Muslin Covers.....$2.75 each
66 in. x 72 in. Chintz Covers.....$3.25 each
66 in. x 72 Turkey Red Covers.....$5.00 each
66 in. x 72 in. Silkoline with bands.....$6.00 each
66 in. x 72 in. Chintz with Sateen bands.....$6.50 each
66 in. x 72 in. Chintz with satin bands.....$8.50 each

Advertisement No. 3—Appeared 2 col. wide by 4 inches deep.

BATTING COMFORTERS

FOR the cold winter nights, a new Comforter might be needed and if so just notice how splendidly we can serve you as well as reasonably.

60 in. x 72 in. Art Muslin Covers	$1.98 each
66 in. x 72 in. Art Muslin Covers	2.75 each
66 in. x 72 in. Chintz Covers	3.25 each
66 in. x 72 in. Turkey Red Covers	5.00 each
66 in. x 72 in. Silkoline with bands	6.00 each
66 in. x 72 in. Chintz with Sateen bands	6.50 ecah
66 in. x 72 in. Chintz with Satin bands .	8.50 each

VEALE BROS.

HOUSEFURNISHERS 41 ONTARIO STREET

Reset Ad. No. 3

SUNDAY

is another Gasless but don't let it be a Musicless Day—

TAKE A FEW NEW

SONG HITS

HOME TO CHEER YOU UP

SMILES; OH FRENCHY; WEE WEE MARIE; MY PARADISE; MY BELGIAN ROSE; GOOD-BYE, DADDY DEAR are the favorites. Let us play them over for you.

C. W. KELLY & SON

33 LOWER WYNDHAM STREET

Reset Ad. No. 4

Hardware Dealer Publishes His Own Paper

Stoney Creek Has One Now Full of Store News

STONEY CREEK, Ont., has no paper, but that does not keep John H. Lee, a live-wire hardware man there, from getting into print.

Mr. Lee appreciates the advantages of advertising. He knew that it would boost his business and help him build up a fine big store. He was up against the problem though of having no paper to advertise in. Was he discouraged? Not a bit of it. He started his own paper. It must be admitted that Mr. Lee has his own ideas of how a paper should be conducted and what matter should go into it, but no one after reading his paper, *The Spotlight*, will accuse Mr. Lee of being prosy or dull.

KEEPS IT BRIGHT

He keeps it bright and newsy. Especially from the standpoint of his customers is the paper newsy. It fairly overflows with sales talk written in a bright, catchy style that carries an appeal and brings people into his store. There is withal a friendly spirit in all the news just as if Mr. Lee was chatting with you over the counter. Mr. Lee has a sense of humor and he does not fail to use it and put his sales talks across with a smile. Business with him apparently is not such a serious affair that one must never crack a smile or enjoy a good laugh. Mr. Lee, as editor of *The Spotlight*, has realized the advantages of good cuts to help brighten up his paper, and he makes good use of them. *The Spotlight* however is thoroughly capable of telling its own story, and below are given quotations from it which will illustrate the manner in which Mr. Lee is going after business in his district.

NEWSY AND BRIEF

In what might be termed his editorial column, Mr. Lee says:

I feel the need of a local newspaper more than anyone else. I need its columns to tell you what I have for your benefit, so I have adopted this plan. It will cost you nothing and will save you a lot. I can buy and sell as cheap as any city store; that's because I buy heavily and at the right time. I cannot afford to carry the heavy stocks I buy any length of time, so you will get the benefit. Prices will be right. Quality will always be guaranteed. Service will be prompt.

A GREAT THING

Speaking of service, it is one of the greatest things in life. He who serves his fellow man serves himself best. I intend to continue and greatly expand my mail order service. You may live at an outside point. You will never be too far away to serve. Whatever you may want can be sent to your nearest shipping point as easily as loaded on your waggon at my door.

One other thing. I want to thank you, personally, for your patronage of the past. I feel that every customer is a personal friend. I like to see you, and I like to hear about your troubles and how you overcome them. It helps me to forget my own. It also gives me pointers how to help you. Come in and see me again.

LOTS OF PUNCH

Here are some excerpts from the columns showing how Mr. Lee keeps seasonable goods before the people of his district with lots of "punch" in his printed sales talks

There's one thing I want all my customers to see when they drift into the Creek. It's that new electric power washer in my front window. It's all hooked up with the current. All I have to do is to turn the button and—zip!—away she goes. It's an inspiring sight, I can assure you. Just think what it would mean to your wife every week! There is no other job under the sun that ages a woman like bending over the wash tub. No man likes to see his wife grow old. If he don't care, then that's different. When she is gone he will realize what he has lost. Then wife number two will have a power washer, you bet! Don't make any mistake about that. Second wives are not caught in "love's halter."

HIGH COST OF PUBLISHING

While much of the increased cost of newspaper publicity is due to the war, many of the increases will continue long after peace is declared. The public only knows of the increased cost of printing paper. That is because it is the only item governed by a Government controller, who, when he fixes new prices, gives publicity to the decision. Every one of the scores of other expense items has increased, some of them 250 per cent. The increased cost has killed over 1,500 newspapers; it has forced over 6,000 to increase their selling price, and has resulted in over 1,000 amalgamations or mergers.

Windsor Craves for Funnies?

Toronto, Oct. 18.—Many Windsorites have always been sore over the cutting off of Sunday American newspapers under the regulations of the Lord's Day Act. The vigilance of the Lord's Day Alliance in watching that the regulations are enforced has not made that organization any too popular with the folks who would sooner wade through labyrinths of the "Sundays" than go to church.

It is not quite certain whether it is the comics that the kickers crave for, or the movie picture stories or the lingerie advertisements. But anyway there was a warm time over the prohibition of the papers at the meeting of the Border Chambers of Commerce yesterday, which was attended by Rev. Dr. W. M. Rochester, of Toronto, secretary of the Alliance. Windsor reports say that the doctor defended the Alliance against a good many hecklers and finally challenged anyone to debate its work with him.

Dr. Cruickshank, medical health officer of Windsor, who was particularly strong in his criticisms, accepted the challenge, but whether the battle will take place remains for the future. If it does, the betting of the wise men should be on the side of the Reverend Secretary. He is not the narrow-minded man that some people think he is because the Lord's Day Alliance happens to have a desire to see the law obeyed and he has brave power that he knows how to use. Still, it is rather power that he knows how to use. Still, it is rather hard on the Windsor intellectuals to be cut off a whole day from the "highbrow" literature of the Sundays.

Deserves Hanging

The new Linotype "Reminder Card" for operators and machinists is a novelty of the practical kind. On either side are listed linotype parts and supplies. Opposite each name is a space fitted with a slide, colored half white and half red. Near the centre of the slide is a hole that the point of a lead pencil will fit into. A twitch of the pencil switches the color from white to red—and you have a memorandum of the article listed opposite. Then, when it comes to making up your order there you are with your items indicated—no having to remember or chance of forgetting. Operators and machinists will be quick to recognize the utility of these cards, and they can get them, free of charge, from the Canadian Linotype Limited, 68 Temperance Street, Toronto, Ontario, Canada.

After doing business in the one stand for over fifteen years, the Alvinston *Free Press* has been moved to new quarters in the building recently occupied by the Chevrolet agency on Main Street, next to the Music Hall.

Victory Loan Posters Not Fairly Distributed

That is Claim of the Manitoba Section

THE *Western Canada Press*, issued by the Manitoba Division of the Canadian Press Association, has made its appearance. At the top of the editorial page the following appears:

Published by

Manitoba Division, Canadian Press Association Inc., and circulated to the Trade of Western Canada, from Port Arthur to the Coast.

Advertising Rate, 65c. per inch per insertion.

Offices Manitoba Division C.P.A.

Hon. President—J. W. Dafoe, *Free Press*, Winnipeg.
President—Alex. Dunlop, *The Press*, Neepawa.
First Vice-President—Jas. L. Cowie, *News-Express*, Carberry.
Second Vice-President—Geo. F. Chipman, *Grain Growers' Guide*, Winnipeg.
Secretary-Treasurer—Geo. H. Saults, *Free Press*, Winnipeg.

The leading editorial is under the heading of "*Unfair Discrimination*" and the Westerners seem to think there has not been a fair distribution of the Victory Loan poster work. The *Western Canada Press* states the case as follows:

It is evidently a difficult proposition to get public men—particularly ministers of the crown—to give the West a square deal.

When the first Victory Loan was presented to the people of Canada—the West as well as the East—a large quantity of printing and lithographing was used for advertising. A great portion of this work was executed in the Government Printing Bureau, but tons and tons were furnished by outside concerns—all situated in Eastern Canada, Toronto being particularly favored. Practically not a dollar was spent in Western Canada by the General Committee.

Believing this treatment to be unfair and unjust, the Minister of Finance, Sir Thomas White, was appealed to by the following letter, dated June last:

June 5th, 1918.

HON. SIR THOMAS WHITE,
Minister of Finance,
Ottawa, Ont.

Dear Sir—

In connection with the advertising campaign for the forthcoming Victory Loan, inquiry is made if a share of the printing could not be placed in the West. All lithographic and printed posters—all forms—in fact everything of a printed nature in connection with previous loans—were supplied by Eastern printers and lithographers.

Speaking for the printers and lithographers of Western Canada, this method of distributing the work is not considered fair, and a request for recognition and consideration is hereby made.

Printing and lithographic facilities in Winnipeg and other Western cities are ample to ensure quality and service equal to anywhere in Canada. This being so, it will be of interest to know why a more equal distribution is not made of requirements in connection with affairs of a national nature, such, for example, as these loans.

Respectfully,
G. H. SAULTS,
Secretary.

To this letter the following reply was made:

Ottawa, June 11th, 1918

Dear Sir—

I am directed by Hon. Sir Thomas White to acknowledge receipt of yours of the 5th instant and to inform you that the representations which you make on behalf of the printers and lithographers of Western Canada will be considered when plans for the next war loan campaign are being made.

Thanking you, I am,

Yours faithfully,
(*Syd.*) B. J. ROBERTS,
Secretary to the Minister.

Apart from this correspondence, individual representation was made to different parties in the East.

When Sir Thomas White was in Winnipeg early in October a committee representing the printing and lithographic interests of Winnipeg and the Secretary of the Association interviewed him, making representations as to the further unfair treatment being accorded the West by failure to spend a single dollar of the printing and lithographic appropriation for the second Victory Loan west of the Great Lakes. The first play of Sir Thomas White was to plead ignorance of the whole affair, but when his attention was directed to the correspondence he shifted feet and gave a spluttering and bombastic exhortation on how impossible it was for a great man like him to be familiar with the details of such matters as the placing of this printing; he was sorry, of course, if the West hadn't been treated fairly; it was too bad; he had nothing to do with placing the orders; he couldn't possibly bother with such details; the proper person to go to was the headquarters chairman; he was sure there was no intention of snubbing the West, etc., etc.

Notwithstanding the various excuses given by Sir Thomas, and the assurance that there was no intention to discriminate against the West, is it not strange that if he had nothing to do with the printing he would not so have informed the Secretary and given him the name of the proper party to present his request? Although Sir Thomas said he had nothing to do with the printing, it transpired during the interview that one of the Montreal lithographers had interviewed him and that he had discussed the question with him. This would indicate that the Eastern people also looked upon Sir Thomas as the proper party to apply to; that they did apply to him, and that he entertained their plea.

That the West was most unjustly discriminated against in this matter is a fair conclusion. There is not a shadow of excuse for hogging everything in the East. The Finance Minister knew facilities existed in the West equal to any demands that might be made; his attention was directed to the matter in ample time; we were entitled to a share.

Notwithstanding this raw deal, we exhort the trade to Buy Victory Bonds—and more Victory Bonds!

The Devil and the Deep Sea

They say that our work is essential,
That printers are much in demand,
So that what people think
Can be printed in ink
And distributed all through the land.
But gee, when I glance at the copy—
The manuscript kind I abhor;
I just lose my goat,
Make a grab for my coat,
And yell "Please, mister, send me to war!"

Getting Rid of the Non-Productive Hour

It's a Problem That Exists in Every Shop

By H. E. M.

COSTS, conservation and economy are the all-absorbing topics among the printers and publishers of Canada to-day. Among the foregoing the non-productive hour stands out in front on account of its inseparable relationship to each. There is not a printer or publisher to-day who is in the business for profit who is not paying, continually, more attention to stopping the leaks in his business than ever before

The printer and publisher to-day looks over his hour costs; every progressive man in the business to-day keeps hour costs, looking for an opportunity to reduce the high cost of production. In order to achieve the desired result he decides to add an automatic feeder or two, and a little later on a typesetting machine, a saw trimmer or some other labor-saving device. These all assist and do the part for which they were purchased; but still as regards the hour cost he feels that there still can be an improvement made.

Now, if we take a good look into the composing room and study the conditions there we may be able to solve the biggest part of the hour cost, that is, the non-productive hour problem. As we watch the hand compositors moving to and fro we see one with his job partly finished on his galley and not enough type or other material to finish it. He is compelled to resort to the pulling out of tray after tray or to resort to the dead bank in order to secure the necessary material to finish it. Another we see actually engaged in the distribution of type in order to set a job, and another changing letters in a form which has been returned to the stone by the pressman after he has spent considerable non-productive time in trying to patch up and make these low letters type high. Still another compositor stands idly by while his alley mate pulls out a case or two below him in order to set a couple of lines, and so the hour cost soars, *ad infinitum*.

The reason for the aforementioned conditions is not far to seek. We have found in every other department new and up-to-date labor-saving equipment, while in the composing room we find the compositors working with the same tools and under the same conditions they have vainly labored under for years. They set type the same way, distribute it the same way, pick for sorts and make pi, and in the majority of offices labor with insufficient material. All of this in the face of the fact that typesetting machines assist in so far as their capacity permits. There will always be hand compositors; and it has been proven beyond doubt that the hand compositor, if properly equipped with tools, that is type and material, is the most profitable investment in the plant.

There are several ways in which the printers and publishers may "cash in" on this investment. One way is to buy enough type and material to give every compositor all the tools he requires. This, no doubt, would run up quite a foundry bill, but we believe it would prove to be a saving over the old system. Another way would be to purchase enough type and material to supply each compositor to meet all requirements and not distribute it. This would be expensive when first considered, but on analyzing we find that it would be possible to have nearer 100 per cent. saleable time out of the composing room. The cost may exceed the net saving owing to the high price of foundry type and material, but when the improvement in quality and the saving on press make-ready, etc., are taken into consideration, we feel that it may possibly prove profitable.

Up to this point we have been considering ways and means under old lines. Now, supposing we consider supplying the hand compositors with all the type and material they need and supplying it so cheaply that the non-productive hour may be eliminated. When we speak of the non-productive hour, we refer to the time-killing work called distribution. When this has been accomplished we not only have the hand compositor as nearly 100 per cent. productive as is possible, but we have satisfied producers who will produce more because they have all the tools, type and material they need, when and where they need it. This ideal condition would be made possible and practicable by the purchase of a type and rule caster and the application of a sane system of non-distribution arranged to suit conditions according to the individuality of the office in which it was installed.

Think how much easier it would be to figure on a job when you know your compositors had ample type and material with which to execute the job, no matter how large. Think how satisfied you would feel when the job was sent to the customer bearing your imprint to have the assurance that it would demand notice and commendation. At the same time remember that this job was produced with less effort and carried no "alibi" on the time tickets in the form of distribution—"non-productive hours."

We firmly believe that the days of the non-productive hour (distribution) are numbered, and that just as surely as the seasons change, and the prejudices of printers are overcome so will the printers and publishers of Canada decide to take the leap, and a leap it is, because the old way has been in vogue so long that a groove has been worn. We all know that it is far easier to run along in the groove, and also know that the groove method does not pay, and in order to combat the force of competition we must necessarily adopt modern methods. Conditions will eventually compel this change, but why wait until the inevitable happens, it may be too late.

Knowing that the non-productive hour represents a loss of at least from twenty-five to thirty-three and one-third per cent. in this most important department—the composing room—we would suggest that printers' organizations and individuals investigate this system, eliminating the non-productive hour, and study how it affects plants. Then, if any improvements can be made let us hear of them through the columns of the PRINTER AND PUBLISHER as we believe there are hundreds of hungry Canadian printers and publishers looking for enlightenment on this all-important problem of removing the non-productive hour and thus reducing the cost of production appreciably.

Midland Counties Press Association

The semi-annual meeting of the Midland Counties Press Association was held in room "G" of the King Edward Hotel, Toronto, on Friday, Oct. 4th, 1918, and was one of unusal interest.

M. O. Hammond, chairman of the Ontario Press News and Feature Committee in connection with the new Victory Loan, was present, and gave a very interesting address on "Co-operation of the Publishers in promoting the Loan."

W. J. Taylor, president of the C.P.A., was present and spoke of the increase in the cost of newsprint, as well as all other things in connection with the making up of a newspaper, and strongly advised the publishers to meet the situation in a businesslike manner by increasing their

Continued on page 47

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

THE LATE LIEUT.-COL. CLARK

Galt—Strieken with influenza, Lieut.-Col. James Drury Clarke, formerly O.C. 111th South Waterloo Battalion, and Managing Director of the Galt Reporter, died suddenly on Oetober 17 from bronehial-pneumonia. He was thirty-four years of age, born at Elora, son of the late Lieut.-Col. Charles Clarke, of the 30th Wellington Rifles, who was at one time Speaker and at another Clerk of the Ontario Legislature.

The late J. D. Clarke obtained his edueation in Elora publie and high sehools. For some time he was with the Sovereign Bank. Commeneing his newspaper career with the Peterborough Examiner, before coming to Galt in 1911 to take the management of the *Reporter*, he was for a year on the business staff of the Detroit *News*.

His military career dated baek to sehool days, when he was a private in his father's regiment, and his first military outing was to Toronto as a member of the Bodyguard on the visit of the present King, then Prinee of Wales, to Toronto. He also served with the militia in Peterborough, and later in Galt, and raised the 111th Battalion, one of the finest units to leave western Ontario. He was in Franee a short time and then was returned home.

Besides his wife and one son, he leaves his mother, a brother, Dr. C. K. Clarke, Dean of Medieine Faeulty, University of Toronto, and five sisters, the youngest, Miss Gerda, being in France with the U.S. Red Cross. Another brother, Richard H. of the famous Winnipeg Blaek Devils, was killed at Thiepval in September, 1916.

British Columbia

At one stage of the Spanish "Flu" epidemic the Nelson *Daily News* had thirteen of its employees on the siek list.

R. T. Williams, a one-time editor of the Cranbrook *Herald*, has gone to Edmonton to take a position on the offiee staff of the *Bulletin*.

The Trail *News* was 23 years old last month. It has published eontinuously in all that time in the same building it at present oeeupies.

Ralph Simpson, son of F. E. Simpson, of the Kamloops *Sentinel*, is one of the B.C. easualties during October. He is with the air squad.

T. A. Love, of the Grand Forks *Gazette*, was a Morden, Man., visitor last month, bringing home Mrs. Love and family, who had made quite a prolonged visit there.

V. C. Dunning is now in eharge of the *Golden Star*. Sinee the outbreak of the war the *Star* has averaged a new editor at least every four months.

In the reeent advertising of lands for sale for delinquent taxes the Kamloops *Telegram* was doubly blessed, carrying the list for both the Kamloops and Lilloet districts.

M. J. Mohr, linotype operator on the Revelstoke *Review*, was ealled to Virden, Man., this month due to the serious illness of Mrs. Mohr, who was holidaying there.

Publieation of *The Western Clarion*, a monthly paper published in Vaneouver by the Soeialist party of Canada, has been prohibited under censorship regulations.

Publishers in the fruit distriets are looking forward with eomplaceney to a eomfortable winter. This year's erop was a banner one everywhere. At Creston the erop of apples was more than triple that of 1917.

For the purpose of handling the tax sale expeditiously the Fernie *Ledger* had to import a linotype maehinist from Spokane, a hand man from Calgary, and oeeasionally borrow the *Free Press*' assistant pressman. The list went an even 40 eolumns.

Capt. W. Garland Foster, former Manager of *The Daily News* of Nelson, B.C., has been killed in aetion in France, aecording to word reeeived by his parents, Mr. and Mrs. Benj. Foster, 45 Pretoria Avenue, Ottawa. At the time of his death he was aeting Adjutant of a famous Kootenay Battalion. He was a former member of the staff of the Winnipeg *Telegram*, and of the Vietoria *Colonist* and Victoria *Times*.

Pte. Alfred John Levy has been killed in aetion. Pte. Levy was formerly a newspaperman in New Westminster. He was eonneeted with the news staff of the *British Columbian* for upwards of two years, and then became news editor of the *Daily News*, where he remained until that paper eeased publication. He joined the news staff of the Prinee Rupert *News* some time later, but previous to his enlistment was eonneeted with a mereantile firm in Vaneouver.

Hon. Walter Seott, former Liberal Premier of Saskatehewan, who has a farm on Vaneouver Island, and has been spending mueh time lately on the coast, will return to newspaper work. He says he is through with polities and is now farming, but if all goes well, will next year go baek to Saskatehewan and return to the work he loves. "I am young yet," he says, "and by 1919 I hope to have health enough from outdoor work to serve another apprentieeship in a sphere where I always felt more at home and eontented than in publie life."

Alberta

The Claresholm *Review-Advertiser* has ehanged hands, R. K. Peek having sold out to F. H. Schooley. Mr. Sehooley is an experieneed newspaper man, formerly of Laeombe and reeently of Calgary.

The semi-weekly issue of the Peace River (Alta.) *Record* has beeome a reality. The first number as a semi-weekly appeared on Tuesday, the 24th October. Eaeh issue will eonsist of eight pages, of six eolumns eaeh. H. S. Frederiek, who has just returned from service at the front, where he has been for the past two years, will assist in the publication of this paper in the future, together with his brother, who started the paper in 1914.

Corp. Arthur D. MeGillieuddy, youngest son of Mrs. D. MeGillieuddy, 85 Bloor St. E., Toronto, has died from wounds reeeived on Oetober 8. He enlisted with the 204th Battalion in the fall of 1915, but went to England with the 95th Battalion in June, 1916. He went into aetion with the 3rd Maehine Gun Corps. For seven years Corp. MeGillieuddy was a member of the editorial staff of the Calgary *Daily News*, of whieh his father, the late Daniel MeGillieuddy, was proprietor.

Saskatchewan

The Saskatehewan division of the Canadian Press Association is planning for its next newspaper contest, notiees being sent out now. They are signed by S. N. Wynn, of the Yorkton *Enterprise*, seeretary, and Cameron MeIntosh, North Battleford *News*, president. The rules follow: Eaeh contestant is to submit one issue of his paper published in eaeh of the six months,

October, 1918, to March, 1919, inclusive. All entries in this contest are to be deposited with the secretary not later than May the first, 1919. The following points shall govern the decision of the judges: Layout, Press Work, Display Advertisements, Editorial. A maximum of five points may be awarded under each heading. The contest to be divided into three classes, viz., five, six and seven-column papers.

Lieutenant C. W. McCool, formerly City Editor of the Saskatoon *Phoenix*, has been killed in action. Lieut. McCool was one of the many fine young men who enlisted in the war purely from a sense of duty, going to Winnipeg and enlisting with the "Little Black Devils," as a number of his friends had enlisted in that Battalion. He was given a commission in England, and had been at the front for some time. He was born at Deseronto, Ont., and later attended Manitoba University, working for some time on the staff of the Winnipeg *Free Press* before coming to Saskatoon. Intelligent, quick and capable, but an exceedingly modest and unpretentious man, he was greatly liked by the staff of the *Phoenix* and the public of Saskatoon. His parents live at Burris, Ont.

Next gathering of the Saskatchewan division of the Canadian Press Association will be held at the University of Saskatchewan, Saskatoon, on May 28, 29, 30 and 31. At the last executive meeting President Murray extended a very cordial invitation to hold the convention at the University, which was accepted. Accommodation will be provided for at least one hundred and fifty persons at the very nominal cost of $1.00 per day per person, and all the facilities of the University will be available during the convention period. Accommodation will be provided for the wives of members. A feature of the convention will be a short course in journalism, the speakers for which will be among the most eminent newspaper men on the American continent. The vice-president, W. F. Kerr, and President Murray are now completing arrangements for speakers.

Manitoba

J. T. Mitchell, editor of the *Western Home Monthly*, Winnipeg, was elected president of the Gaelic Society at the annual meeting of that body held at Travellers Hall. The annual reports, read by the retiring officers, indicated that the work accomplished by the Society has gone far in its interest.

Ontario

Pte. Virgil Phelps, son of Norman Phelps, publisher of the North Bay *Times*, has died of wounds in France.

Pte. George A. Potter, an Owen Sound printer, has been killed in action.

Lieut. George M. Dingman, a former member of the editorial staff of the Stratford *Herald*, has been wounded in the ankle.

Sergt. Wilfred Smith, a former employee of the business office of the London *Free Press*, has been wounded in the leg and hand.

William E. Young, of the Garner-Young Press, London, Ont., has recently installed a Model 14 linotype machine.

Wellington J. Jeffers, of Montreal *Gazette*, has been appointed Ottawa representative of the *"Globe."*

Miss Meldrum, Society Editor of the *Gazette*, has left to accept a secretarial post in the Royal Bank in Porto Rico.

Harvey Shaer, of Montreal *Gazette* reporting staff, has left to resume his law studies.

Colin A. Sabiston has taken a position on the editorial staff of the Welland *Tribune*.

Leo Greenaway, only son of W. T. Greenaway, foreman of the Port Hope *Guide*, passed away in Toronto, after a short illness.

Lieut. T. H. Smith, former city editor of the Woodstock *Sentinel-Review*, has left for service in Siberia. He has several brothers serving in France.

Lance-Corp. Harvey Wheeler, who went overseas from the office of the *Ontario*, Belleville, has been wounded, and is in Beaufort hospital.

Lieut. Hugh Bell, formerly news editor of the *Courier*, has returned to Brantford, invalided. He was three times wounded. He left Canada with Brock's Rangers, Haldimand Battalion.

A. J. Crook, a Galt grocer, and former manager of the old Galt *Reformer*, died on October 23 of Spanish influenza. He went to Galt from the Brantford *Expositor*.

Pneumonia claimed as a victim Ernest S. Newport, editor of the Deseronto *Post*. Mr. Newport had been ill only a few days. He is survived by his wife.

The MacBride Press has been amalgamated with the Hurley Printing Company, under the name of the latter. There is no change in management of the Hurley Printing Company.

Lieut. Clyde Kennedy, who was a member of the editorial staff of the London *Advertiser* when he enlisted, has suffered the amputation of a leg as the result of wounds.

Capt. J. C. Little, a former editor of the Teeswater *News*, who went overseas with the 160th Bruce Battalion, is now reported missing.

Lieut. J. G. Doherty has rejoined the reportorial staff of the London *Free Press* after being discharged from the C. E. F. following service at the front.

Otto Rechnitzer, sporting editor of the London *Advertiser*, has resigned to join the Royal Air Force. Howard Broughton, of the reportorial staff, has succeeded him.

The death took place in Toronto of Mrs. Harry Harris, whose husband is overseas with the Canadian Engineers. She was a sister of George Tyndall, advertising manager of *MacLean's Magazine*.

Beatrice Evelyn (Eva), daughter of W. L. Edmonds, financial editor of the Toronto *Globe*, and Mrs. Edmonds, 127 Balsam Avenue, is dead from bronchial-pneumonia. Miss Edmonds was a second year Arts student at the University of Toronto.

Montreal *Herald* has inaugurated a special Saturday page review of the financial and commercial situation, written by Roy Carmichael, the Financial Editor, and accompanied by copious advertising.

W. P. Fogarty, assistant financial editor, Montreal *Star*, died from Spanish influenza on October 8th after three days' illness. He was 34 years old and leaves a widow and two children.

Hugh Bentley, a popular and capable member of the London *Free Press* staff for several years, has taken a position as advertising solicitor on the Hamilton *Review*, a weekly publication at Hamilton.

Capt. R. Pollock, former associate editor of the Owen Sound *Times*, and a well known and respected newspaperman, has been killed in action. He was formerly a major in the 147th Grey County Battalion, which was broken up in England.

Gunner Frank Weiland, formerly a printer on the staff of the *Huron Expositor*, Seaforth, has died at sea of bronchial pneumonia while on his way overseas. His home was at Egmondville. A brother was killed in action a month ago.

The death occurred of Campbell M. McIlroy, at his late residence, 134 Browning Avenue, Toronto, from pneumonia. Mr. McIlroy was in his 28th year. He came from Belfast, his birthplace, to Canada in May, 1913, and had been since that time in the business office of *The Evening Telegram*.

Peter Goudy of Hopeton street, Galt, was notified that his nephew, Lieut. Donald M. Goudy, had been wounded on October 17. This is the third time he has been a casualty. Before enlisting at Toronto he was on the reportorial staff of the Toronto *Telegram*.

Pte. Leonard S. Lavelle, formerly reporter on the Stratford *Herald*, has been killed in action, according to word received by his parents, Mr. and Mrs. James Lavelle. Pte. Lavelle went overseas early in the spring with the W. O. R., but had only been a short time in France.

Gunner George H. Imrie, brother of John M. Imrie, manager of the Canadian Press Association, has been wounded. He enlisted on his 18th birthday with the 67th Battery, and had been previously rejected. He was with the Heavy Trench Mortar Battery of the 4th Division. Another brother is also in France.

Capt. G. G. Rooker, formerly advertising manager of the *Times-Journal*, Fort William, was wounded in the big advance on the Western Front, Sept. 27, and was evacuated to England the following day. Capt Rooker had just assumed the command of the 2nd Canadian Trench Mortar Battery a few days before the advance.

Alfred Dass, foreman of the Fergus *News-Record* staff, had the misfortune to break some bones in his hand and arm. While passing Wm. Stewart's residence he stepped to one side to let another person pass and in so doing caught his toe on the waterworks shut-off valve and was thrown violently upon the cement pavement.

George A. Talbot, of the advertising department of the Gagnier, Ltd., died at his home, 61 Bain Avenue, Toronto. He was taken ill with influenza several days ago, pneumonia and other complications developing. The late Mr. Talbot, who was in his 28th year, is survived by his widow and two children. A brother, Sergt. Nelson Talbot, is overseas, while another brother recently returned from the front.

There has been recently a reorganization of the business department of the Toronto *Globe*. The board of directors elected W. P. Morse, the former secretary, as treasurer of the company, and W. J. Irwin as secretary. The general business management of the paper is being conducted by W. G. Jaffray, who, since he became president four years ago, has taken an increasingly active part in the management of the *Globe*.

Word has just been received by Mrs. Charles Heron, 194 Bloor St., Toronto, that her nephew, Pte. Norway B. Jackes, of the 19th Machine Gun Company, has been wounded in the left arm by shrapnel, and is now in hospital at Chamiers, France. This is the second time he has been wounded. Mr. Jackes was on the Toronto *Telegram's* reportorial staff. He is a nephew of the late J. Ross Robertson.

Orangeville *Post*s "According to word received by his parents, Mr. and Mrs. Vance A. Statia, their third son, Ernest W. Statia, has received a bayonet wound in the leg and is in a hospital in France. He went overseas with the 164th and has been fighting with 116th Battalion. His brother, Qu.-Sergt. Cecil V. Statia, is with the Canadian Light Horse, having been in France three years. Corp. Harold E. Statia was killed in action on the Somme two years ago."

Victor L. W. Harber, assistant manager of the Financial News Bureau in Toronto, is dead of pneumonia. Mr. Harber was with the news bureau for many years, starting with the firm soon after the service was inaugurated in Toronto. He was 23 years of age, and is survived by his parents, two sisters and a brother, all living on Logan Avenue, Toronto. Mr. Harber took ill a week ago last Saturday while visiting in St. Catharines, where he died yesterday.

The London *Times' Gazette* has the following in reference to the son of Rev. Dr. MacKay, editor of the *Canadian Baptist*: "Capt. E. A. MacKay, M.C.—This officer led a raid on an important railway station; during this operation, which was most successful, twenty-four hostile aircraft attacked his formation. In the engagement he displayed fine leadership and skill. Three of the hostile machines were destroyed and one driven down. He is an exceptionally good formation leader and his determination to reach his objective is only equalled by his coolness and courage when attacked."

Lieut. Gerald J. W. Megan, who was killed in action on September 27, was formerly on the staff of the Financial News Bureau in Montreal. He secured a commission from the McGill C.O.T.C. in the 148th Battalion in July, 1916, and went overseas in November of the same year. On arriving in France he was transferred to the R.H.C., with which he was serving at the time of his death. Lieut. Megan, who was 33 years of age, was a graduate of Toronto University, and had been in Montreal seven or eight years at the time he joined the army. His mother and sister live at Stratford, Ont.

Major C. Beresford Topp, M.C., was invested by his Majesty the King at Buckingham Palace on Sept. 18. Major Topp went to England as *The Mail and Empire* correspondent with the First Canadian Contingent. After several months overseas he returned to Toronto and took out his commission as a lieutenant. For the past two years he has been in the thick of the fighting, and in the recent big drive was wounded for the third time, and is now in hospital with gunshot wounds in the face, arm and leg. He won his promotion on the field. His brother, Pte. John Topp, was killed in action recently. Major Topp's mother, Mrs. M. E. Topp, resides at 147 Balmoral Avenue.

Orillia *Packet*:—R. C. Symonds, for over sixteen years the trusted and capable foreman of the *Packet*, has left for St. Thomas, to enter upon his new employment there. So long had Mr. Symonds been part and parcel of this office that any other condition had come not to be thought of, and the wrench of parting with him is not trifling. No man ever was more faithful to the interests of his employers, because no man could be. May he live long and prosper, is the fervent wish of this page, as well as the hope of many other Orillia friends.

The London Press Club has been formed with the object of promoting a spirit of fellowship among local writers and improving the standard of the profession. About sixty members are expected to be enrolled. Reporters and all professional writers, men and women, are eligible to membership. There are a number of distinguished writers in London, as well as a greater number of live-wire newspapermen and women. The question of forming a guild or union was under discussion, but will be dealt with later.

Prof. M. W. Wallace of Toronto University, who acted as judge of the Victory Loan Poem Contest, announces the award of first prize to George H. Maitland of 605 Indian Road, Toronto, a member of the *Daily Star* editorial staff, whose contribution, entitled "Then Grudge Ye Not," is regarded as verses of exceptional merit. The contest has attracted wide attention and drawn contributions from a large number of Canadians with a trend for poetry composition. More than 1,100 poems were received from every Canadian Province, from England, and from many of the States of the American Union.

Mail-Empire: The Ottawa *Journal-Press* evidently believes in posterity. For several years W. M. "Bill" Tackaberry, who received his journalistic experience in Toronto, has been sporting editor of that paper, but ill-health has forced him to relinquish his position. His successor is W. M. "Bill" Gladish of Toronto. Notice that they both hail from Toronto and tack their initials W. M. "Bill" to their cognomen. Mr. Gladish has been recognized as one of the best writers in Canada on motoring and bicycling subjects, and is no stranger in the realm of sport. He undoubtedly will prove a worthy rival in his new position.

In the death of Lieut. Harold Preston the newspaper world loses a promising young man. He had graduated from Toronto University and immediately took up reportorial duties with the Brantford *Expositor*, Preston & Sons, proprietors, he being a member of the firm. He was active in sport and in Brant Avenue Methodist Church. His father, T. H. Preston, editor and former sole proprietor of the Brantford *Expositor*, was a member of the Legislature, and is now a member of the Parole Board. The loss was keenly felt in Brantford, particularly by those on the staff of the *Expositor* with whom he had worked.

T. M. Fraser has gone to Ottawa as resident correspondent there for the MacLean Publishing Co. Mr. Fraser recently disposed of the plant of the *Saturday Press and Prairie Farm* in Saskatoon, which he has published since 1909. The mechanical plant was sold to Harris Turner, a returned soldier, who had previously been engaged in the newspaper business in the West, but who returns blinded from the front. His paper, *Turner's Weekly*, has already made its appearance. Previous to going into business in Saskatoon Mr. Fraser was connected with the *Phoenix*. His earlier newspaper experience has been in Halifax and the Maritime Provinces.

The general committee of the Grand Lodge, Independent Order of Oddfellows, of Ontario, has appointed Wm. A. Robinson, editor of the Ontario *Gleaner*, Cannington, Ontario, divisional captain for Division N, comprising the counties of Ontario, Victoria-Haliburton, Durham, and Northumberland. The object of his appointment is to superintend the campaign to raise $250,000 by the Oddfellows of Ontario as a Centennial Endowment Fund to commemorate the hundredth anniversary of this Order in America. This money will be used to endow an Oddfellows' Home for members of the Order (returned soldiers), their dependent widows and orphans.

A number of young representatives of the Epworth League of Toronto gathered at the home of F. T. Shantz, 690 Bathurst Street, for the purpose of presenting an appreciative address and umbrella to Herbert D. Tresidder, president of the Toronto Conference, Epworth League, who is leaving for Montreal shortly to take up a position with the MacLean Publishing Company in their Montreal office. Mr. Tresidder was actively engaged in local and district work, and was also a director of the Toronto Conference Epworth League Summer School. For some time he has been a salesman for the Hunter-Rose Co., Toronto. He will sell advertising space in the Montreal district for the technical group of the MacLean papers.

W. E. Gallagher, outside man for the Merchants Printing Company, Kitchener, has severed his connection with the firm and is now superintendent of the Peterborough *Review*. There was to be a good send off to "Billy" by the various organizations of the City of Kitchener, but owing to the prevalence of the "flu" the gathering was called off and Mr. Gallagher took his departure without being able to hear all the nice things that the citizens were going to tell him. The staff of The Merchants Print were not prevented from saying what they thought of him, anyway, and all good wishes for the future were tendered the retiring salesman. A silver mounted pipe in case was presented to Mr. Gallagher by the management.

Two young Toronto newspaper men who have been in France since early in the war have received military honors. Capt. J. W. G. Clark, formerly of the Toronto *Star* staff, has been awarded the Distinguished Flying Cross for his splendid work in the recent fighting. He has also been made a Flight Commander, an unusual honor in view of the fact that Capt. Clark is an observer. Capt. Clark went overseas with the 75th Battalion and has been with the R. A. F. since January, 1917. Captain Donald M. ("Pink") Goudy, formerly on the staff of the *Telegram*, who went overseas with the 37th Battalion, has been awarded the Military Cross. Capt. Goudy has been twice wounded, first in January, 1917, and again early in the present year. He has been serving with the 21st Battalion.

The staff of the MacLean Publishing Co. made a record of nearly 22 per cent. of their payroll in the purchase of Victory Bonds. There was a lot of good-natured rivalry between the various "floors" of the institution. There are seven papers represented on each of the contesting floors as far as the editorial and business offices are concerned. The main office made by far the best record, being 250 per cent. of their allotment of the needed amount. The firm finances all the

bonds the staff buys, allows fifty weeks for repayment, and the holders of the bonds collect the interest just the same as though they had paid cash for them. The company generously bears the interest charges for the advance of the money necessary to meet the government schedule of payments.

Owen Sound *Sun*: A telegram received here told of the death in Brantford, of Stewart Steadman, who for some time was a member of the *Sun* staff. It is understood that he passed away as a result of an attack of the prevailing malady. The news was a great shock to his friends here, who were unaware that he was ill. Mr. Steadman was a native of Scotland, having come to this country about 8 years ago. He came here from Peterborough in the Spring of 1914, remaining with the *Sun* until Oct., 1916, when he went to Brantford to accept a position with the Brantford *Courier*. During his residence in Owen Sound Mr. Steadman and his estimable wife made many friends who will greatly regret his demise. He was a man of sterling character and had a reputation of being faithful and efficient. To the widow the *Sun* extends sincerest sympathy.

Rideau Record, Smith's Falls: With very sincere regret the *Record* chronicles the death of J. C. Knox, who until a few days ago was editor of the Smith's Falls *News*. He gave up his work here to take a position on an Ottawa daily, but before his plans were perfected and while he was packing up his household effects to move, he and his whole family fell victims of the influenza.

Mrs. Knox and the children made good recoveries, but his attack proved more obdurate, and finally pneumonia developed. He was taken to the Public Hospital and everything possible done for him, but in spite of all that could be done he passed away. His death under all the circumstances is extremely sad, and the *Record* extends sincerest sympathy to the bereaved family. He leaves a widow and six young children. The funeral took place this afternoon to Carleton Place, where his body was interred.

Wingham *Times*: On Friday last one of Wingham's popular young men, Jerry Madigan, passed away at the home of his uncle, J. J. Cunningham, after a few days illness, aged 27 years. The deceased was stricken with influenza which developed to pneumonia. Mr. Madigan was most highly esteemed and had made a large circle of friends since coming to Wingham. Prior to coming to Wingham, he had been employed with the MacLean Publishing Co., Toronto, and since coming here had been with the Western Foundry Co. He was a young man well versed in business and had a bright future before him. The writer had always found him active, honorable and upright, always ready to do a good turn. We join with numerous friends in extending sincere sympathy to the bereaved ones. The funeral took place on Saturday morning to the Wingham R. C. cemetery.

News has been received from Yonkers, N.Y., of the death, from pneumonia, of Mrs. Frank Dennett Nutter, formerly Miss Avis Ingalls. Mrs. Nutter, who was 30 years of age, was a daughter of Mr. Allen G. Ingalls, of Laprairie, Quebec, and sister of the late Allen Redford Ingalls, of New York, formerly on the reportorial staff of the Montreal *Herald*, whose death occurred less than a week previous to that of his sister. For some years, Mrs. Nutter was engaged in newspaper work in Montreal, having been on the editorial staff of the *Family Herald* and *Weekly Star*, and on the Montreal *Daily Herald*, for a year or two prior to her marriage, which took place, in 1913, to Mr. Frank Dennett Nutter, brother of Dr. J. Appleton Nutter. Early in 1916, Mr. Nutter decided to go to New York, and since then they have been residing in Yonkers. Besides her husband, Mrs. Nutter leaves two small children.

Ernest H. Reed, who, since October, 1914, had been in charge of the Editorial Records Department of the Toronto *Telegram*, died suddenly from heart trouble at his residence 31 Skipper Avenue. Two years ago Mr. Reed suffered a serious illness, but recovered, and was apparently in the best of health the day prior to his death. About eight o'clock he complained to his wife that he was not feeling very well. Mrs. Reed immediately telephoned for a physician, but on account of the present demand for doctors' services, was unable to secure a response until eight o'clock in the morning. An hour later Mr. Reed passed away. Word of his death came as a great shock to his associates. About eleven years ago Mr. Reed came to Toronto from Croydon, England, and from 1910-12 was assistant librarian at the Toronto *Star*, after which he was librarian with the *Globe*. Mr. Reed is survived by his wife, Mrs. Ada Lennox Reed, they having celebrated the fifth anniversary of their wedding only last Tuesday. His mother, brother and sister reside in the Old Country, and another brother, Arthur, is in Montreal.

Edward C. Efner, of the London *Free Press* composing room staff, one of London's best known and popular residents, died at his late residence, 536 English Street, from pneumonia, which followed an attack of Spanish influenza. He was ill only a week. Mr. Efner was born in London 36 years ago, and early in life learned the printing trade in the now defunct London *News*. He remained at the trade for a number of years, when he entered the amusement business, being engaged at various times as secretary of the London Baseball Club of the Canadian League, the Bennett Theatre Enterprises, Limited, for whom he was manager of their Montreal house, and floor manager of the Princess Winter Garden. He later returned to his trade with *The Free Press*. Mr. Efner was the son of Mrs. Kate Efner, a well-known nurse in the city. Besides his mother he is survived by his widow, one daughter and one brother, Charles, of Toronto. Mr. Efner was popular with a large circle of friends in the city, but by none was he more beloved than by his fellow-workers, who, coming in daily contact with him, learned his many good qualities. He was a member of the Masonic order.

Toronto *News*:—Two live-wires in provincial journalism have been making their home at the King Edward Hotel here during the past few days while actively engaged in organization work for the Victory Loan Campaign, the brothers de plume being Mr. Howard Fleming, editor of the Owen Sound *Sun*, and Mr. David Williams, who acts in a similar capacity on the Collingwood *Bulletin*. Mr. Fleming and Mr. Williams are old friends, and there is not a more wide-awake pair in all Ontario. Although never an aspirant for public preference of any kind, Mr. Fleming is a "power" in the County of Grey, and so manifold have been his activities that he might well be termed the Northcliffe of his district. A snappy writer and a keen business man, he has raised his journal to an exalted niche in the Province, and whatever either he or it sets out to get is generally landed. As for Mr. Williams, or "Dave," as he is generally called, there is not a more energetic worker in the shipbuilding city. A regular human dynamo he is, and in the working out of the destinies of his own particular field of endeavor he plays a big part. "'Dave' Williams is everything up there, including the town pump," said A. W. Fleming, and among his titles may be included that of Divisional Chairman for the District in the Victory Loan Campaign, his district comprising the counties of Bruce, Grey, Peel, Dufferin, Halton and Simcoe. He is also ex-president of the Ontario Historical Society, in which organization he is especially interested, and on the subject of provincial antiques and landmarks there are few who can spin a better yarn. As a matter of fact, he knows more about Collingwood and its environs since the day when the district blossomed forth in swaddling clothes than any other score of savants in the salient.

Quebec

The death occurred at 626 Dorchester street west, Montreal, in his 83rd year, of George W. Liddell, who has been ill for a month past. He was born in this city and for many years connected with the Montreal *Herald*, of which he was advertising manager for some time

Leon Famelart, one of the oldest newspaper men in Montreal, died at his residence at Laval-des-Rapides. He was born in Paris, but came to Canada some thirty years ago and entered journalism. He was for over twenty years one of the editors of *La Patrie*. Previous to that time he was connected with *La Presse* and with *L'Etendard*.

E. G. Smith, general manager of the Quebec *Telegraph*, has just completed a business trip throughout Western Ontario, New York and the New England States. He informs PRINTER AND PUBLISHER that business, so far as it relates to Canadian publications, is promising. Advertisers generally were anxious to hear of Canadian business prospects and there is good reason to believe that there will be an invasion of national advertising from the other side.

Lachute (Que.) *Watchman*:—On Saturday last Mr. and Mrs. J. S. Giles received a cable message from their son, Corp. R. A. Giles (who went overseas as Sergeant in the 148th Battalion, but reverted to the ranks in order to proceed to France), conveying the news that he is slightly wounded and in hospital in Bristol, England. Relatives in England were immediately cabled for further information, and a reply was received on Monday stating that his injuries consist of gunshot wounds in the thigh, and that his condition is very favorable. Bob's many friends regret his having been wounded, and wish him a speedy recovery.

The body of W. P. Fogarty, of the financial staff of the Montreal *Star*, who died of Spanish influenza, left on the I.C.R. train at 7 o'clock for Moncton, N.B., where the funeral and interment took place. At 3.30 o'clock the remains were

taken from the residence, 206 Belgrave avenue, Notre Dame de Grace, to Wray's undertaking rooms, and later to the Bonaventure station. The widow and Mrs. Fogarty, sr., accompanied them to Moncton. A large number of newspapermen and other friends of the deceased assembled at the residence before the body was taken away to express their sympathy with the widow and mother. Among those present were C. F. Crandall, H. M. Boland, W. J. Little, Charles Caron, P. Spanjaardt, W. E. Playfair, Joseph Maguire, T. Passingham, Lieut. Irwin Johnston, A. E. Christmas, John Hammill, A. Ross Crawford and John Darley. At Moncton the requiem mass was sung by the Rev. Father Brown, a brother of Mrs. Fogarty.

Maritime

Le *Moniteur Acadien*, of Shediac, N.B., founded in 1867, has suspended publication.

The annual meeting of the Maritime Press Association, which was called for Oct. 23rd and 24th, has been indefinitely postponed, owing to the influenza epidemic.

The Moncton, N.B., *Transcript* and Moncton *Times* have both increased their city price to fifty cents per month, delivered, or $6.00 per annum.

Le Moniteur Acadien, of Shediac, Westmorland Co., N.B., suspended publication with its issue of Oct. 25th. It was founded in 1867, and was for fifty years the French organ of the Conservative party. It gives war conditions and increased cost of newsprint and wages as reasons for discontinuing. It is principally owned by the family of Mr. Robidoux, ex-M.P. for Kent County, N.B.

John Mahoney, for fifteen years on the staff of the Brooklyn *Citizen* and formerly connected with several New York newspapers, is dead of tuberculosis at the age of 52. He had a wide acquaintance with public men in the greater city and held the esteem of his associates. He was born in St. John, New Brunswick, and leaves two sisters, Mrs. William W. Dougherty and Mrs. Charles McCarthy of Moncton, New Brunswick.

Fire which occurred about ten o'clock at night in the *Advocate* building, at Newcastle, gave the firemen one of the toughest battles in the history of Newcastle, and it was eight o'clock in the morning before the flames were finally subdued. The entire building, together with machinery and contents, are almost a total loss. The origin of the fire is a mystery, but it is thought to have started from defective wiring. The loss is estimated at between ten and fifteen thousand dollars, partially covered by insurance.

In one of the worst fires for years in Newcastle, N.B., the building occupied by the *Advocate* was almost totally destroyed by fire on the night of October 28th. The flames were first discovered about 10.15 p.m. in the job department, situated on the second floor and by the time the firemen arrived on the scene the whole room was a mass of flames, which spread to the third story where the stock room and bindery is located, and it was four a.m. before the fire was under control. The entire stock of paper, machinery, etc., on these two floors was a total loss, while the newspaper press, folder, linotype and other equipment on the ground floor was badly damaged. The loss was in the vicinity of $10,000, partially covered by insurance. The *Advocate* are now making plans for rebuilding on a larger scale than before and expect to have enough repairs made to issue by December 1st.

Newfoundland

Several libel suits have been set down to come before the Supreme Court of Newfoundland in November.

The *Royal Gazette* of Newfoundland has installed its monotype machine and now caters to supply the trade with its product.

The publication of the Bay Roberts *Guardian* has been suspended for some time. Mr. Russel, the proprietor, is continuing his job printing operations.

Preparations are now in progress for various holiday publications which usually make appearance in St. John's and other parts of Newfoundland at the Christmas season.

The Union Publishing Co., publishers of the *Advocate* of St. John's, recently installed considerable additional machinery and other printing material.

W. M. Dooley, at one time editor of *Western Star* of Curling, and later of the Bell Island *Miner*, has been appointed to the position of pay inspector, Quartermaster's Department, United States Army.

T. J. Faron, reporter of the *Daily News* of St. John's; W. H. Cullen, night foreman, and Geo. Williams, linotype operator on the same paper, were laid off with influenza all at the one time at the latter part of October.

J. D. S. Barrett has received a proposition to take the position of editor and manager of a weekly paper in Saskatchewan. Mr. Barrett edited the Twillingate *Sun* during W. B. Temple's absence in September.

Hon. Sir P. T. McGrath, editor-in-chief of the St. John's *Evening Herald*, who spent several weeks in Canada and the United States on matters in connection with his position as chairman of Newfoundland Food Board Control, has returned home.

Gordon Wright, editor-in-chief of the *Kinsman*, London, Ont., the official organ of the Associated Kin if the Canadian Expeditionary Forces, accompanied by Mrs. Wright, visited Newfoundland during the latter part of October, and spent several days in St. John's.

On the 8th October D. R. Thistle, business manager of the St. John's, Nfld., *Daily Star*, was taken suddenly ill and as a result a libel suit of the St. John's Daily Star Publishing Co. vs. The Union Publishing Company, then before the Newfoundland Supreme Court, was postponed till November 7.

J. S. Currie, M.H.A., editor *Daily News*, Newfoundland's representative on the Press Commission which recently toured the British Isles and France, returned home the first part of October. Mr. Curry was in company with the delegates of Australia and New Zealand and states that he very much enjoyed the trip.

"'Tis an Ill Wind"

It is a curious anomaly, but the prospect is that though the problems of successfully conducting newspaper and printing offices are most difficult of solution and the trials and harrassments are most severe and though publications and offices are being forced out of business, the result finally will be that those establishments which are upon the soundest business basis will survive and others which have been conducted somehow or other, under a management which has often been loose and without any considerable attention being given to costs of manufacturing, will eventually become worth while as financial investments. The drastic regulations which are now being enforced, the high prices of labor, and the shortage thereof, together with other conditions which printers and publishers have been forced to face, will permit the development of those establishments that are worthily serving their constituencies. "'Tis an ill wind that blows nobody good." Many are discouraged, but those who will change their methods can survive and intrench themselves so as to weather any storms that may arise in the future.

Missouri Journalism School Receives $50,000 Gift

An anonymous gift of $50,000 for the erection of a building for the School of Journalism has been made to the Missouri State University.

This is the largest gift ever made to the University by an individual and the only gift to cover the entire cost of a building for the exclusive use of one of the divisions of the University.

The donor, who desires that his name be not published at this time, is a Missourian.

The principal conditions are that the building shall be erected within five years, that the University provide the site, that the building shall be for the exclusive use of the School of Journalism and that it shall be maintained, as are all the University buildings by the state.

The gift is in the nature of a birthday present to the School of Journalism, which has just celebrated the tenth anniversary of its foundation.

The new building will be third home of the School of Journalism since its foundation in 1908. It is expected the new hall will contain a complete printing plant for the publication of the *Evening Missourian*, which is now printed by contract in a down-town office. The new arrangement will permit a much closer co-ordination between the theoretical and practical work of the school.

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Made of high-grade, cold-rolled steel, practically indestructible, and are treated with a special non-corrosive coating to prevent rusting. They take the place of all brass, at half the cost. Our own make and supplied out of stock in the following sizes:

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6¼ x 24	18 x 24
9 x 13	13 x 21

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GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

THE STEEL COMPANY OF CANADA LIMITED
5 LBS.
No 25 Round Wire
No Flat Wire
TINNED STITCHING WIRE
HAMILTON · MONTREAL · TORONTO · WINNIPEG · VANCOUVER

Reliable

Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

THE STEEL COMPANY OF CANADA LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

Becoming a Bigger Man

WHAT is the difference between some men you know and others known to you? Why are some men earning $3,000 a year and some $30,000? You can't put it down to heredity or better early opportunities, or even better education. What, then, is the explanation of the stagnation of some men and the elevation and progress of others?

We are reminded of a story. A railroad man, born in Canada, was revisiting his home town on the St. Lawrence River. He wandered up to a group of old-timers who sat in the sun basking in blissful idleness. "Charlie," said one of the old men, "they tell me you are getting $20,000 a year," "Something like that," said Charlie. "Well, all I've got to say, Charlie, is that you're not worth it."

A salary of $20,000 a year to these do-nothing men was incredible. Not one of the group had ever made as much as $2,000 a year, and each man in the company felt that he was a mighty good man.

Charlie had left the old home town when he was a lad He had got into the mill of bigger things. He developed to be a good man, a better man, the best man for certain work. His specialized education, joined to his own energy and labor sent him up, up, up. To put it in another way: Charlie had always more to sell, and the world wanted his merchandise—brain, skill and ability. Having more to sell all the time, he got more pay all the time.

Charlie could have stayed in the old home town; could have stagnated like others; could have been content with common wages. In short, Charlie could have stayed with the common crowd at the foot of the ladder. But Charlie improved himself and pushed himself, and this type of man the Goddess of Fortune likes to take by the hand and lead onward and upward. Almost any man can climb higher if he really wants to try. None but himself will hold him back. As a matter of fact, the world applauds and helps those who try to climb the ladder that reaches towards the stars.

The bank manager in an obscure branch in a village can get out of that bank surely and swiftly, if he makes it clear to his superiors that he is ready for larger service and a larger sphere. The humble retailer can burst the walls of his small store, just as Timothy Eaton did, if he gets the right idea and follows it. It is not a matter of brain or education so much as of purpose joined to energy and labor. The salesman or manager or bookkeeper or secretary can lift himself to a higher plane of service and rewards if he prepares himself diligently for larger work and pay. The small manufacturer, the company director, the broker—all can become enlarged in the nature of their enterprise and in the amount of their income—by resolutely setting themselves about the task of growing to be bigger-minded men.

Specialized information is the great idea. This is what the world pays handsomely for. And to acquire specialized information is really a simple matter, calling for the purposeful and faithful use of time. This chiefly.

One does not have to stop his ordinary work, or go to a university, or to any school. One can acquire the specialized information in the margin of time which is his own—in the after-hours of business. Which means: If a man will read the right kind of books or publications, and make himself a serious student at home, in his hours—the evening hours or the early morning hours—he can climb to heights of position and pay that will dazzle the inert comrades of his youth or day's work.

IF business—BUSINESS—is your chosen field of work, we counsel you to read each week THE FINANCIAL POST. It will stimulate you mentally. It will challenge you to further studious effort. It will give you glimpses into the world of endeavor occupied by the captains of industry and finance. With the guidance of the POST, and with its wealth of specialized information, you, a purposeful man, aiming to go higher in life and pay, will find yourself becoming enlarged in knowledge and ambition, and will be acquiring the bases and facts of knowledge which become the rungs of the ladder you climb by.

It is the first step which costs. But this cost is trivial—a single dollar. We offer you the POST for four months for a dollar. Surely it is worth a dollar to discover how right we are in our argument. If yoou have the will to go higher in position and pay, sign the coupon below.

THE MACLEAN PUBLISHING COMPANY, LIMITED,
.—143-153 University Avenue, Toronto.

Send me / us THE FINANCIAL POST for four months for one dollar.

Money to be enclosed / remitted

Signed .....

P.P. .....

For

Immediate Delivery

4 Cars of No. 1 M.F. Book

Free from Ground Wood

24½	x 36½	.....	50	28	x 42	.....	69
25	x 38	.....	40	28	x 42	.....	31½
25	x 38	.....	50	28	x 42	.....	70
25	x 38	.....	60	28	x 42	.....	74
28	x 42	.....	50				

Ton Lots or Over **10½c.**

Less Than Ton Lots **11c**

Write for Samples

The Fred. W. Halls Paper Company, Ltd.

Toronto Canada

250 Richmond St. W. *Phones—Ad. 1028-1029*

Midland Counties' Press Association

Continued from page 39

advertising rates as well as the subscription price of their publications.

John M. Imrie, manager of the C.P.A., gave a very interesting and instructive address on "Promoting Foreign Advertising."

The first subject for discussion on the programme was "What should be the relationship between the Job and Newspaper departments of a Country Printing Office?" The passing of the following resolution was the result:—RESOLVED—"That the Newspaper and Job Departments should be entirely separate, and we strongly recommend that local groups of this association be requested to establish a uniformity of charges for advertising in relation to the Job Department, incident to sales, concerts, etc., with the object of weeding out the free reader."

The second subject for discussion was the "Price of Ready Prints;" and after many of the publishers present voicing some view relative to the existing conditions which were not altogether satisfactory to them, it was RESOLVED—"That the publishers of this association using Ready Prints be requested to ask the publishers of Ready Prints for a quarterly statement of advertising carried in the Ready Print side of their paper, and that a copy of this Resolution be forwarded to the publishers of Ready Prints by the secretary of this association.

"What is a Fair Price for Voters' Lists, and other Municipal Printing," was discussed at some length, and RESOLVED—"That a minimum rate of seven (7) cents per line be adopted by the members of this association, for the printing of Voters' Lists. The cost of the cover (if any) to be pro rata per page with the cost of the inside."

It was also strongly urged that members refuse to follow the old method of furnishing the entire printing supplies to municipalities for lump sums as has been done for years, but to estimate the worth of each job on the value of the labor required to produce it, together with the selling price of the stock required to produce it.

No. 4 on the programme—"System in Operating a Country Office and How Far it Should be Used," was discussed at some length, but no general decision arrived at.

"The Adoption of a Uniform Advertising Rate in accordance with recommendation of last meeting," was taken up, and it was shown that many members have increased their rates with much satisfaction.

In view of the fact that there are several printers and publishers within the territory of our association who are not members, it was RESOLVED—"That it is most desirable that every PRINTER AND PUBLISHER within the district covered by the Midland Counties Press Association, should become a member of this association, and this meeting extends a hearty invitation to those not now members to become such, and attend the semi-annual meetings."

As many of our publishers have names on their subscription lists that are in arrear for a considerable time, and as it is much against the best interests of publishers as well as advertisers to have lists so padded, it was "Recommended by this meeting that we give publication to the fact that the U. S. Government has ordered that no publication be sent to a subscriber after the expiration of the paid-up subscription term."

It is also a recommendation of the Canada Paper Committee, that "no publication be sent longer than three months after the time paid for has expired."

It was then ordered by motion that the secretary forward a gist of the minutes of this meeting to all printers and publishers in our district for the purpose of creating an interest in our meetings, which we who attend believe to be invaluable to every printer and publisher who wishes to get the best out of his business.

It was then voted that our next meeting be held in Peterborough, on Friday, the 2nd day of May, 1919.

ALL DEALERS SELL THEM

WETTER Numbering Machines

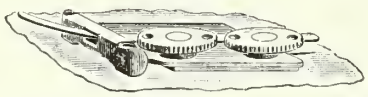
Can always be depenped on for Accurate Work

We have 150 Models to select from.

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, New York, U.S.A.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

ENVELOPE AND TAG
MANILAS

Twine and All Grades of Wrapping Paper

Quality Lines *Quick Delivery*
How Can We Serve You?

THE WEATHERHEAD PAPER CO.
LIMITED
Phone Adel. 1392 62 John St., TORONTO

Electrotyping and Stereotyping

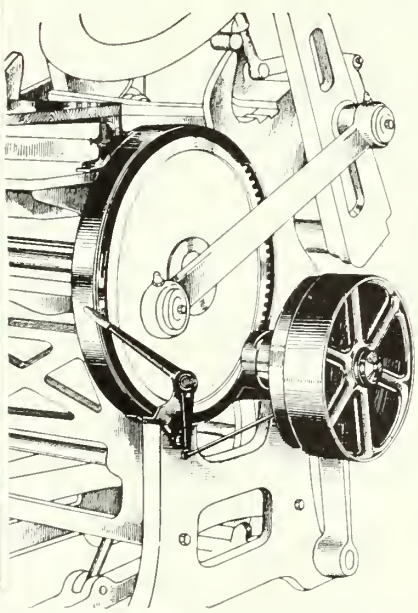
Quick and Efficient Service

Fire recently forced us into new premises in the Douglas Building, opposite our old premises. Better equipped than ever.

Toronto Electrotype & Stereotype Company, Limited
122 Adelaide Street West, Toronto
L. D. 'Phone Adelaide 1638 R. C. ELDER, Manager.

Success Means Efficiency

The successful printer welcomes time-saving, efficiency-creating machinery



THE HORTON VARIABLE SPEED PULLEY

helps him to keep his plant keyed up to the top-notch.

Follow others who have seen the great possibilities of the HORTON and order one today through your dealer.

HORTON MANUFACTURING CO.
Minneapolis, Minn., U.S.A.

For Sale by: Toronto Type Foundry Co., Toronto, Montreal; and American Type Founders Co., Winnipeg

Exclusively—
Cutting Machines

OSWEGO

OSWEGO MACHINE WORKS
OSWEGO, N. Y. *Write*

Steel Die Engraving and Embossing
Copper Plate Engraving and Printing
Letterheads, Wedding Announcements and Calling Cards
WILSON ENGRAVING CO., WINNIPEG

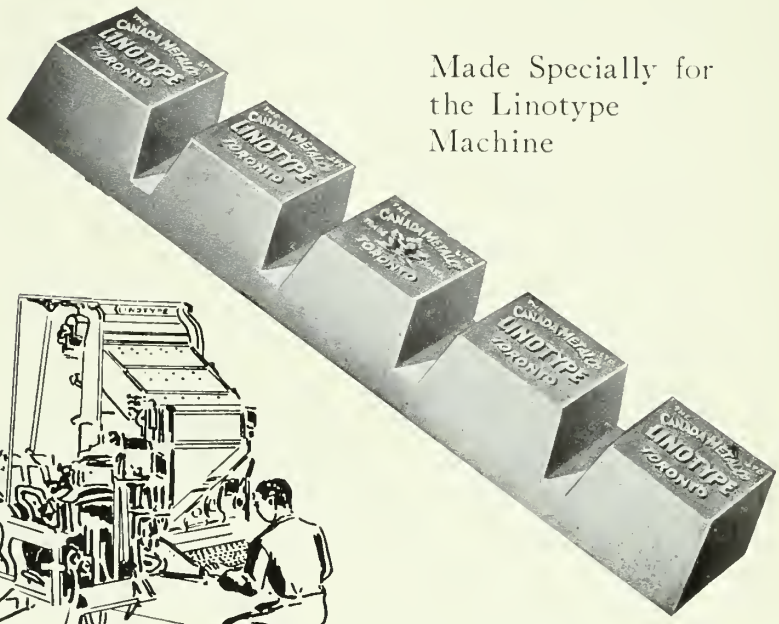
Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO LONDON WINDSOR

IMPERIAL LINOTYPE METAL

Famous Product of
THE CANADA METAL CO., LIMITED

W. G. Harris, President of the Canada Metal Co., Limited



Made Specially for the Linotype Machine

Mr. Harris Says:

"With the advent of the Linotype machine came our Imperial Linotype metal to keep it company. Its merits were quickly recognized, and it soon became the favorite metal in the newspaper office or wherever Linotypes were used. Its success kept pace with success of the machine it served, and now 90 per cent. of the Linotype pots in Canada's printing plants contain

IMPERIAL LINOTYPE METAL

A strict adherence to formulae in process of manufacture assures its unchanging physical properties. This consistency in quality has made CANADA METAL COMPANY'S IMPERIAL LINOTYPE favorably known from coast to coast, and established its SUPREMACY in large and small newspaper offices."

IMPERIAL LINOTYPE gives a clear, blackface letter. Specify it in your order for Linotype metal.

THE CANADA METAL CO., LIMITED

HAMILTON
MONTREAL
TORONTO
WINNIPEG
VANCOUVER

Some Years Ago a Man with Ideals Decided to Publish a Good Magazine in Canada—

AT that time there were plenty of good magazines to be bought on Canadian newstands. But they were all American magazines, reflecting the views and exalting the greatness of the United States.

Magazines exert a tremendous influence on the welfare and progress of a nation. They mould public opinion. And this man with ideals regretted to see Canadians dependent on the United States for their magazine reading. He felt that Canada had the natural resources itself to become a great nation. So he decided that, cost what it might, Canada would be the possessor of a great magazine which would be ALL-CANADIAN.

That Canadian with ideals was **Colonel John Bayne** Maclean. The outcome of his determination **is**

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

MACLEAN'S is big because Canada is big. It faithfully reflects Canadian ideals.

In its special articles, written by men and women best informed on their subjects, it comments on and supplements the news of Canadian and international importance.

It publishes the best stories that are written—those distinctively Canadian stories the country has come to know as MACLEAN'S stories, because they deal with the life, work and affairs of the Canadian people in original, vigorous and vital ways.

MACLEAN'S is broad, breezy, fearless—"The most talked-of publication in Canada." After reading it you will realize why it is recognized as one of the best edited periodicals in the world. It is quite probable you had no idea such a great magazine was being printed in Canada, for it would almost seem impossible to produce a magazine in this country which would measure up to the best magazines in the United States, since that country has an English-speaking population about twenty times as large as ours.

And it would have been impossible had it not been that the MacLean Publishing Company is the largest organization of its kind in the British Empire, owning and printing 14 famous magazines and business newspapers—which is probably a record not approached by any other firm in the world.

A Bargain!—3 Months for 50c

MACLEAN'S sells for $2 a year—should be more. We want you to get acquainted with MACLEAN'S, for we know that after we once introduce you to "Canada's National Magazine" you two are going to be friends for life. So, to make you known to each other, we will accept your subscription now for only 3 months to start off with. In other words, we want you to "try out" MACLEAN'S, and see for yourself just how good it is!

Don't miss this unusual opportunity. Simply sign the coupon, pin a postal note to it, and mail it to us

TO-DAY!

Tear off here and mail

The MacLean Publishing Company,
143 University Ave.,
Toronto, Ontario.

I accept your offer. I am enclosing 50c to pay for MACLEAN'S MAGAZINE for 3 full months. Please start me off with the big November issue.

Name .....

Address .....

(If you prefer to pay for a longer period right now, you may attach $1 for six months, or $2 for a year).

Chief Canadian Trade Commissioner in Russia requires Industrial Number of The Financial Post for Reference

Ottawa, Nov. 9th, 1918.

To the Publisher,
THE FINANCIAL POST,
Toronto.

Dear Sir:

Will you please send me by return of post, a copy of your Annual Industrial Number, of last week, Nov. 2nd, as I would like to have it by me for reference purposes in Siberia. I enclose 15 cents (stamps) for the cost.

Yours faithfully,
C. F. JUST,
Chief Canadian Trade Commissioner in Russia

For reference purposes in connection with all matters of Canadian Industrial growth and Trade Expansion at this important epoch,

The Annual Industrial and Reconstruction Issue of The Financial Post

is invaluable. It contains the very latest views of experienced business men, and industrial leaders on the Outlook for Canadian Industry and Business, and the needs of the hour, and of the days ahead.

Send for a copy, but send quickly, for a large edition is becoming rapidly exhausted. You can have THE POST every week from now till January, 1920, for $3.00, and copies of the Industrial Number are being specially reserved for those ordering subscription on this form:

THE FINANCIAL POST
OF CANADA,
143-153 University Ave., Toronto.

Send me FREE a copy of the Annual Industrial Number, and enter me as a regular subscriber, commencing at once.

I am enclosing / will forward $3.00 to pay for my subscription for the first year.

Name .....

Address .....

.....

P.P.

Mono-Lino
Typesetting Company
LIMITED

Plain and intricate type composition and make-up for the trade. Catalogs our specialty. Work accepted from all points in Canada. Quotations gladly given.

160 Richmond St. W., Toronto
Phone Adelaide 756

Reliance Embossing Powder
gives embossed effects on any job press

Work equal to the finest steel die embossing—and without any plates, dies or special apparatus!

No expense at all. The Powder is all you require to start producing.

Just think! The finest relief effects in Private Greeting Cards, Wedding Invitations, Letterheads, Programmes, etc., on your own job press with Reliance Embossing Powder.

Write for sample.

RELIANCE INK CO., LIMITED
WINNIPEG
Agents for B.C.: Smith, Davidson & Wright, Vancouver.

WORLD BLOTTING

GIVES A TOUCH OF DISTINCTION TO YOUR HIGH-CLASS PRINTING

The superiority of World Blotting will be very evident to you and your customers after a first trial.

There is no better made for successful blotter work. Behind every bit of it is a 30 years' success record.

May we send you samples of this and "Hollywood" and "Reliance"—our two other lines?

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

IMMEDIATE DELIVERY
OF
GOSS
NEWSPAPER PRINTING PRESSES

NEW PRESSES

One 32-page Goss high speed, 4-decker, two-plate wide with top deck combination for three colors or black printing, 22¼ in. column.

REBUILT PRESSES

One 32-page Goss half-tone and color magazine press, for page 10½ in. x 14 in.

One 28-page Goss 3-roll, 3-decker press for black printing, 22¼ in. column.

We also have, thoroughly overhauled and rebuilt:—

One Hoe 40-page press for black printing, 22¼ in. column.

Further Information on Request.

The Goss Printing Press Co.
1535 So. Paulina St. - Chicago, Ill.

GUMMING GUARANTEED

SEAL YOUR ENVELOPES WITH MOISTURE
THE TOO GENEROUS USE OF WATER
PREVENTS SEALING

RETURN THIS SLIP WITH SAMPLES IF EVERYTHING IS NOT O K

If we make your envelopes you will hand your customer this "Guarantee" with each box. Then watch your envelope business grow.

All printers agree that their envelope troubles are two: 1st "Gumming," 2nd "Service." We guarantee both.

TORONTO ENVELOPE CO., Limited
119 Adelaide St. West ∴ ∴ TORONTO
Manufacturers to the Printing TRADE ONLY

Samuel Jones & Co.

PATENT NON-CURLING
GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables: Noncurling — LONDON, ENG. — Code: A.B.C. 5th

"The Power of the West"

AS soon as peace is in sight, politics will again come into play in Canada and then the West may hold the balance of power. Such is the prediction made by J. K. Munro, special political writer, in November MACLEAN'S. He thinks that the Western tail may wag the Canadian dog and that this explains why statesmen and others are trying to-day to get both hands on the tail. An outspoken article—incisive, humorous, fearless, unbiased. Read it—"The Power of the West."

Germany Should Pay Canada's War Debt

Had Germany won the Junkers intended to seize and divide Canada. Writing in the November issue of MACLEAN'S MAGAZINE, Lieut-Col. J. B. Maclean contends that the war debt we have piled up should be paid in cash by Germany as one of the peace terms. He makes a vigorous presentation of Canada's case.

Chronicles of the Klondyke

The real story of the great gold boom is being told for the first time by E. Ward Smith, who was treasurer, assessor, clerk and tax collector of Dawson City during the Yukon stampede. His series starts with "My Recollections of Early Strikes"—Strange stories of how men stumbled on tremendous fortunes in the frozen North. The author knew everyone in the Klondyke and saw everything that went on at first hand.

Bright Stories—Vital Articles—Famous Writers

The important articles and the big stories that are being written in Canada by the best Canadian writers are always found nowadays in MACLEAN'S. Here's a partial list of the November bill:—

The Minx Goes to the Front — C. N. and A. M. Williamson
Better Dead—The Silly World of the Spiritualists — Stephen Leacock
The Strange Adventure of the Staring Canvas — Arthur Stringer
Family Pride - Theodore Goodridge Roberts
The Three Sapphires - - W. A. Fraser
The Life of Mary Pickford - Arthur Stringer
We Must Tighten Our Belts - Henry B. Thomson (Chairman, Canada Food Board)
Lenix Ballister—Detective - A. P. McKishnie
Business Outlook — **Investment Situation**
Women and Their Work — **Books of the Month**

World Happenings in a Nutshell.—"Review of Reviews Dept."

The periodicals of the world are searched to get the best articles on current events. For instance, November MACLEAN'S contains: The Starving of Lille, The True Story of the Jameson Raid, Germany's Fleet Will Come Out? Mysterious New City in France, The Woman Who Caused Russia's Defeat, Hypnotism Cures Shell Shock, How Turkey Planned to Butcher British, Queen Mary is Accomplished Letter Writer, Why Palestine Was Captured.

Buy an *Extra* Copy for Husband, Brother, Friend, and Send Overseas

Over 60,000 Canadian Families Buy

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

NOVEMBER ISSUE

Now On Sale
At All News Dealers

20c Per Copy. $2.00 Per Year.

Dealers who have not been handling MACLEAN'S should secure copies at once from their nearest Wholesaler.

"MAXIM"

BLACK INK

The most economical and efficient ink for catalogue work.

Shackell, Edwards & Co.
Limited
127 Peter St., Toronto, Ont.

THE INLAND PRINTER

The Leading Journal of the World in the Printing and Allied Trades.

Every issue contains practical and helpful articles and specimens that can be used by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Each month you can count on valuable contributions by experts in the following lines—

A STORY—Interesting and often humorous with a moral.
EDITORIALS—Valuable and lively on timely subjects.
CORRESPONDENCE—Questions answered and troubles in general solved.
COLLECTANEA TYPOGRAPHICA—Short comments on the literary and historical sides of printing.
PROOFROOM—Questions pertaining to proofreading discussed.
BOOK REVIEW—A digest of the latest and best works.
JOB COMPOSITION—In this department problems of job composition are solved and numerous illustrations are shown in colors.
SPECIMENS—Under this head booklets, circulars and other specimens of printing are briefly reviewed and illustrated.
THE PRINTER'S PUBLICITY—A review and constructive criticism of printers' advertising.
COST AND METHOD—Especially valuable to the employer.
PROCESS ENGRAVING—Queries regarding process engraving are answered and suggestions and experiments exploited.
PRESSROOM—The art of presswork discussed in detail.
NEWSPAPER WORK—Detailed description and helpful hints on all phases of this subject are given for the aid of publishers.
MACHINE COMPOSITION—The linotype machine and its product are discussed for the help of the operator and machinist.
TEACHERS' ROUND TABLE—A discussion of the various phases of teaching printing and of the problems confronting the instructor.
TRADE NOTES—Brief mention of men and events associated with the industry published under this heading.
ADVERTISEMENTS—The advertising section is a directory of representative American manufacturers and supply houses.
INSERTS—Four to eight pages in colors each month.

Published monthly. Subscription price, $5.00 per year; $3.50 in Canada; $3.85 foreign.

THE INLAND PRINTER, 632 SHERMAN STREET CHICAGO, ILL., U.S.A.

Business-Winning Plates

Why risk the loss of your customers' good-will with anything less than reliable Reliance Plates?

Where inferior plates will detract from the job, snappy, well-finished plates will add to its appearance and to your prestige.

Reliance Plates are made right to print right. Yours for quick service. Have us quote on your next job.

Reliance Engraving Company
143 University Avenue, Toronto
Telephone: Adelaide 4094

143 UNIVERSITY AVE.

Buyers' Guide

COLLECTIONS

Newspaper Subscription Accounts Everywhere

Turn over to us your past due subscription accounts let us turn them into cash for you.

No Collection—No Charge. Prompt Returns
REULT

The Canadian Mercantile Agency
Ottawa, Ontario

YOU can get in touch with at least 80 of the progressive printers and publishers of Canada—and many of their employes—by inserting a want ad in the classified advertisement section of PRINTER AND PUBLISHER.

The rate per insertion is 2c a word; 5c additional if box number is desired. The several departments are:

Machinery for Sale
Machinery Wanted
Business Chances
Situations Vacant
Situations Wanted

BALERS, WASTE PAPER

Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. West, Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.

BLOTTING PAPER

Albemarle Paper Co., Richmond, Va.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER

Nickerson Bros., 99-101 Worship St., London, E.C., England.

BOOKBINDERS' MACHINERY

Logan, H. J., 114 Adelaide St. W., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

BOOKBINDERS' SUPPLIES

Brown Bros., Simcoe and Pearl Sts., Toronto.

BOOKBINDERS' WIRE

The Steel Co. of Canada, Hamilton.

COLLECTION AGENCIES

Canadian Mercantile Agency, 46 Elgin St., Ottawa.
Publishers' Protective Association, Goodyear Bldg., 154 Simcoe St., Toronto.

COUNTING MACHINES

Stephenson, Blake & Co., 60 Front St. W., Toronto.

CROSS CONTINUOUS FEEDER

Morrison. J. L., Co., 445 King St. W., Toronto.

CUTTING MACHINES

Golding Mfg. Co., Franklin, Mass.
Morrison, J. L., Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ELECTROTYPING AND STEREOTYPING

Rapid Electrotype Co. of Canada, 229 Richmond St. W., Toronto.
Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES

Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ENVELOPE MANUFACTURERS

National Paper Goods Co., Ltd., 144 Queen St. N., Hamilton, Ont.
Toronto Envelope Co., Toronto.

FEATURES FOR NEWSPAPERS

International Syndicate, Baltimore, Md.

GUMMED PAPER MAKERS

Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

HAND PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.

INKS

Reliance Ink Co., Winnipeg, Man.

JOB PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.

JOB PRESS GAUGES

Golding Mfg. Co., Franklin, Mass.
Megill, Ed., 60 Duane St., New York City.

LAMPS, LACO NITRO

Can. Laco-Phillips Co., Toronto, Ont.

LITHOGRAPHERS

Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES

Rev. Robert Dick Estate, 137 W. Tupper St., Buffalo, N.Y.

METAL FOR TYPESETTING MACHINES

Canada Metal Co. Fraser Ave., Toronto.
Hoyt Metal Co., 356 Eastern Ave., Toronto.

Put Yourself on our long list of Satisfied Customers

E. PULLAN
Paper Stock
TORONTO

ROLLERS We give prompt delivery, lowest prices and complete satisfaction.

Order your rollers in time to give them opportunity to season.

Winnipeg Printers' Roller Works
175 McDermot Ave. :: Winnipeg

UNIVERSALLY COMMENDED
By Apprentices and Journeymen
PRINTING
For School and Shop
By Frank S. Henry
xiii+318 Pages. 5¼ by 7½.
153 Figures. Cloth, $1.25 net.
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Dept. H.
25 McGill College Ave., Montreal. Que.

The right kind of SLUGS?

The right sort of Slugs are made from Hoyt's Faultless Linotype Metal. Ask us to supply you.

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Largest manufacturers of mixed metals in the world.

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Gold, Silver, and Colored Borders, Bevelled and Deckle Edged Cards for every kind of work. Gilding, Bevelling and Bordering to the trade.
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A Guaranteed GLYCERINE-Made
Flexible Glue
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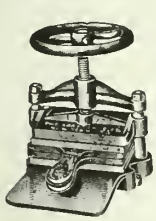
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Require only eight minutes to make rubber stamps. Will also make Hard Rubber Stereotypes for printing. A few dollars buys complete outfit.
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Canada Paper Co., 112 Bay St., Toronto.
Dickinson & Co., John, 25 Melinda St., Toronto.
Halls Paper Co., Ltd., Fred H., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Provincial Paper Mills Co., Telephone Building, Toronto.
Rolland Paper Co., Montreal, Que.
Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York.
United Paper Mills, Ltd., Toronto.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS

Photo Engravers, Limited, Toronto.
Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Ault & Wiborg Co. of Canada, Ltd., Toronto, Ont.
Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128 Pears Ave., Toronto.
Manton Bros., Toronto, Ont.
Reliance Ink Co., Winnipeg, Man.
Sinclair & Valentine, 233 Richmond St. West, Toronto.
Shackell, Edwards & Co., Ltd., Toronto.

PRINTERS' FURNITURE

The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES

Babcock Printing Press Co., New London, Conn.
Manton Bros., 105 Elizabeth St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., R., 504-520 Grand St., New York.

PRINTING PRESS MOTORS

Kimble Electric Co., 635N Western Avenue, Chicago, Ill.
Manton Bros., Toronto, Ont.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
Manton Bros., Toronto, Ont.
Winnipeg Printers' Roller Works, 175 McDermot Ave., Winnipeg.

PROOF PRESSES

Stephenson, Blake & Co., 60 Front St. W., Toronto.

PURCHASERS OF OLD TYPE, ETC.

J. C. and L. W. Epstein Co., 378-380 Front St. E., Toronto.

RAGS—WIPING

E. Pullan, 20 Maud St., Toronto.

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Goss Printing Press Co., 16th Street and Ashland Ave., Chicago.
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TYPE FOUNDERS

Stephenson, Blake & Co., 60 Front St. W., Toronto.
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg.

TYPE-SETTING MACHINES

Canadian Linotype, Ltd., 68 Temperance Street, Toronto.
Intertype Corporation, World Building, New York.
Miller & Richard, Toronto and Winnipeg.
Lanston Monotype Machine Co., Lumsden Building, Toronto.
Lindbladh Corporation, Boston, Mass.
The Linograph, Stephenson, Blake & Co., 60 Front St. W., Toronto.

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RESULTS! Send us your list to-day RESULTS!
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OLD TYPE—BRASS
Copper, Zinc, Electro and Stereotype Plates and Old Brass
Highest spot cash market prices. You'll find it more profitable to sell to us than to the type foundries.
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Ship us your scrap iron, rubber and paper.
Write us for Quotations

Classified Want and Don't-Want Ads.

2c. a Word

Don't-wants may include a press, a chase or two, a cutter, a filing system, etc. Wants may include an editor, a printer, a purchaser for your business; you may want to buy a print-shop. Perhaps you want to swap something for something else. This page is your market; it's cheap enough; 2c. per word for first insertion; 1c. per word each time you repeat. Remit with copy.

BUSINESS OPPORTUNITIES

FOR SALE UP-TO-DATE JOB PRINTING plant, capable of printing weekly newspaper, well established in County seat of Timiskaming district. Golden opportunity for establishing a French paper, representing a population of 25,000, for regular circulation and job work. No other French printing office within 225 miles. Have other interests. Particulars, price and terms on application. The Reliable Printery, Haileybury, Ont. (tf)

JOB PLANT FOR SALE — CONSISTS OF job press, Diamond cylinder press, 19-inch paper cutter, stones, etc., with sufficient type for printing newspaper. Will sell for $600 if sold at once, as the owner has enlisted and goes overseas in a few weeks. Write F. J. Wickwire, Exeter, Ont. (p11p)

PRINTING, PAPER RULING AND BINDery plant for sale in a good Western city. Apply Box 614, Printer and Publisher. (p11p)

FOR SALE—JOB PRINTING BUSINESS IN city of Woodstock. Established 15 years. Advanced age the cause for selling. R. H. Constable, Woodstock, Ont. (p11p)

NEWSPAPER BUSINESS, ESTABLISHED 25 years, in prosperous Nova Scotia town, may be purchased at a bargain, on account of ill-health of proprietor. Box 620, Printer and Publisher. (p11p)

EQUIPMENT FOR SALE

FOR SALE—POTTER DRUM CYLINDER printing press, in good condition; 5-col. quarto. A good press for a country newspaper. Can be had at a sacrifice, as the owner has no use for it. If interested, make me an offer. Apply to Geo. W. Chapman, Prior, Augusta, Ont. (tf)

DUPLEX PRESS FOR SALE. EXTRAordinarily low price for quick sale. Just the thing for growing weekly or small daily. Times-Journal, St. Thomas, Ont. (p11p)

CAST IRON, STEEL RIBBED IMPOSING table, 6′ 2½″ x 4′ 2½″. Best of condition. Apply Box 554, Ottawa. (p11p)

APPRENTICES WANTED.

THE MACLEAN PUBLISHING CO., 143 University Avenue, Toronto, wish to get bright boys as apprentices to printing trade. Apply personally, or in writing, to Superintendent at above address.

EQUIPMENT WANTED

WANTED—PAPER CUTTING MACHINE, 19-inch, 26-inch or 30-inch. Toronto firm. Box 623, Printer and Publisher. (p11p)

WANTED AT ONCE, MONOLINE IN good condition. Eston Press, Eston, Sask. (p11p)

SITUATIONS VACANT

LINOTYPE OPERATOR WANTED—GOOD country office. Male or female. Job and newspaper. No. 8. Standard, Pembroke. (p11p)

WANTED—ALL ROUND PRINTER FOR country office work. Wages $20 to start. Box 624, Printer and Publisher. (p11p)

BUSINESS MANAGER WANTED FOR small city daily. Must have thorough knowledge of newspaper and job plant. Good opportunity for capable man. State age, experience and references. Box 626, Printer and Publisher. (p12p)

LEARN THE LINOTYPE — WRITE FOR particulars. Canadian Linotype, 68 Temperance St., Toronto.

WANTED

Good job and ad. compositor for up-to-date Toronto office, with modern equipment and bright, sanitary workroom. Apply by letter, stating what experience you have had. Box 627, Printer and Publisher.

11

This is the number of replies a little Want Ad in PRINTER AND PUBLISHER secured, addressed Box 615.

Another Want Ad last month sold a second-hand linotype machine in quick order.

This is good proof that PRINTER AND PUBLISHER Want Ads are read and produce results. Try one. Two cents per word; after first insertion one cent. Five cents extra for box number.

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Endurance Rollers

The first buyers of Endurance Rollers are repeating their orders for their winter stock. All reports are most enthusiastic. Better try them.

Surprise Black

Prints with a fine finish and is without doubt the best all around non-offsetting Book and Halftone Black on the market. Procurable from any of our three factories.

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of Canada, Limited

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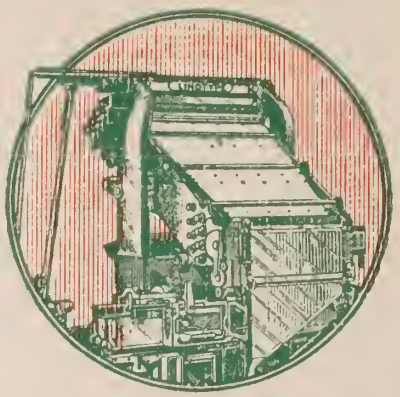
THE MACHINE THAT LASTS

Why You Should Own LINOTYPES

IN buying a composing machine the experience, the stability, and the resources which have accumulated for thirty successful years in building Mergenthaler Linotypes should mean a great deal to you. Simplicity of operation, versatility in production, speed, and life-long durability are qualities built into every Linotype. These advantages have earned for the Linotype its world-wide success. They insure complete satisfaction to every Linotype user.

Buy the LINOTYPE—
The Machine That Lasts.



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BOND BUILDING, 68 TEMPERANCE STREET, TORONTO

MERGENTHALER LINOTYPE COMPANY

NEW YORK	CHICAGO	SAN FRANCISCO	NEW ORLEANS
Tribune Building	1100 So. Wabash Ave.	646 Sacramento St.	549 Baronne St.

PRINTER & PUBLISHER

for DECEMBER, 1918

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

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EVERY business house has its after-the-war business message to send out to its customers. These messages take the form of catalogues, booklets and broadsides.

This opens up a world of opportunity for the printer—the printer, who is watchful, resourceful and creative—the printer who can go to his customer with original ideas and quality work at moderate prices.

FIBRESTOC will land the orders for you.

With FIBRESTOC you can offer a combination of price and quality not possible with any other cover.

Made in Canada—escapes import duties and saves anywhere from $3 to $5 per ream over covers of similar quality.

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FIBRESTOC is made in all the popular shades—*White, Buff, Blue, Brown, Green, Grey, Robin's Egg, Lavender* and *Russet*—permitting beautiful effects with colored inks.

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Phone or letter will bring you samples by next mail.

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Made by

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TORONTO MONTREAL
WINDSOR MILLS, P.Q.

COLORED PAPERS OF ALL KINDS A SPECIALTY

THE
DOMINION PRINTING INK ORGANIZATION

Most cordially extends to you and those associated with you Greetings of the Season, supplemented by the hope that during the year to come your business progress and prosperity will outdistance your fondest expectations.

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED

128-130 Pears' Avenue, Toronto, Canada

Stocked and Sold by

John Martin Paper Co., Ltd.
WINNIPEG CALGARY EDMONTON

Chas. H. Tice *Manager for Eastern Canada*
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The "CAMCO" Continuous Sheet Feeder

The Most Perfect of Automatic Feeders

The "Camco" Continuous Automatic Sheet Feeder is the most easily adjusted sheet feeder yet produced. Designed for attachment to all makes of Two-Revolution, Single and Two-Color presses, as well as to all styles and makes of Standard Folding Machines.

The "CAMCO" Increases Production

The increase in production over hand-fed machines depends upon the speed at which the presses or folders are operated, eliminating waste and effecting perfect register.

Six additional "Camco" Feeders have just been added to the Toronto Saturday Night equipment after a thorough test.

"Camco" Feeders are operating successfully and saving time and expense in printing offices throughout Canada. Write for list of Canadian users and testimonials.

Enquiries promptly answered.

Toronto Type Foundry Co., Limited

York and Wellington Sts., Toronto

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New Printing Machinery

Ready to Ship

Colt's Armory Presses, all sizes.

Miller Platen Press Feeders 10 x 15 and 12 x 18.

Chandler & Price Presses and Cutters, all sizes.

Waite New Model Die Presses.

Cleveland Folding Machines.

Boston Stitchers, all sizes, motor drive, with motors, or belt drive.

Miller Universal Saw Trimmers, with standard equipment.

Triumph Folder, taking sheet 16 x 20 to 38 x 50; folds 48, 12, 16, 24 and 32 pages. Numerous other folders.

If you need any of these machines, write for full particulars without delay; new Machines are hard to procure.

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In Perfect Condition—Low Prices

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No. 1 MIEHLE Press, bed 39 x 53.
No. 2/0 MIEHLE Press, bed 43 x 56.
No. 3 MIEHLE Press, bed 33 x 46.
No. 4/0 MIEHLE Press, bed 46 x 62.
No. 5/0 MIEHLE Press, bed 46 x 65.
No. 11 OPTIMUS Press, bed 43 x 60.
Two-Revolution POTTER Press.
Two-Revolution COTTERELL Press.
Two-Revolution CAMPBELL Press.
Two-Revolution SCOTT Press.
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PAPER CUTTERS—Oswego, Sheridan, Sanborn, Chandler & Price. Hand lever and power types.

BOOKBINDING MACHINERY—Standing presses, all sizes, Smyth case makers, Smyth Casing-in machine, bundling presses, wire stitchers, punching machines, perforating machines, copperplate printing presses, folding machines.

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The above is only a partial list of our rebuilt machinery which is too varied to enumerate here. All Rebuilt Machines are Guaranteed for all practical purposes as good as new, and have every appearance of New Machines.

WRITE FOR FULL PARTICULARS, PRICES AND TERMS

Toronto Type Foundry Co., Limited

York and Wellington Sts., Toronto

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There will be a rush for business. Every indication is that the printing business will be unusually active.

Now is the time to plan ahead for handling this increased volume of work economically, efficiently, and profitably. The Allied Powers have shown the world an example of efficiency that has not been equalled in its history. There never was a time when modern methods and labor-saving equipment were so important.

Modern Hamilton equipment in your shop, properly selected and arranged for your work by an efficiency engineer, will not only mean more profits, but more contented workmen.

Now is the time to have a survey of your plant made and plan for the future.

The Hamilton Manufacturing Company

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A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

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All Sizes and Weights

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TORONTO CANADA

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There are twice as many Monotypes in use in the book and job printing plants of Boston as the combined totals of all other composing machines. Naturally, the best and most economical composing machine—the one giving the best results in quantity and quality—will be found in the larger number in America's great book printing center.

	Casters	Keyboards
Wright & Potter Printing Co.	16	16
Advent Publishing Society	2	2
Boston American	4	3
Buek Printing Co.	1	1
Congregational Pub. Society	2	2
Louis E. Crosscup Co.	1	1
Edueational Publishing Co.	2	2
P. H. Foster & Co.	2	2
F. H. Gilson Co.	4	6
Boston Globe	3	2
Riverdale Press	3	3
Hooper Printing Co.	2	1
Monotype Composition Co.	5	6
H. O. Houghton Co.	5	8
Ambrose Bros.	2	2
Edward W. Wheeler	3	3
Poole Printing Co.	2	3
Puritan Linotype Co.	1	1
Atlantic Printing Co.	5	4
Boston Reeord	1	0
Herman Sehulz & Co.	1	2
The Spartan Press	2	2
Taylor Press	2	2
Universalist Publishing Co.	1	1
J. S. Cushing Co.	11	12
Sampson & Murdock Co.	5	6

	Casters	Keyboards
City of Boston	9	15
Angel Guardian Press	2	2
Boston Herald	3	2
Central Printing Co.	1	1
George E. Crosby Co.	1	1
George H. Ellis Co.	3	3
Everitt Print	1	1
Brown-Howland Co.	1	1
Boston News Bureau	5	4
Griffith-Stillings Press	4	4
John Hancock Life Ins. Co.	1	1
Harvard University Press	3	4
Arthur T. Howard	2	1
John D. O'Connor	3	2
Murray Printing Co.	7	5
University Press	5	7
Pinkham Press	3	3
Boston Post	7	3
Rand-Avery Supply Co.	4	3
Chapple Publishing Co.	4	4
Nathan Sawyer & Son	2	2
Seaver-Howland Press	2	2
Star Printing Co.	1	1
Tudor Press	2	2
Samuel Usher	3	6
Plimpton Press	7	9

Of these 173 casters and 182 keyboards in the city of Boston, 104 casters and 108 keyboards were sold on REPEAT ORDERS.

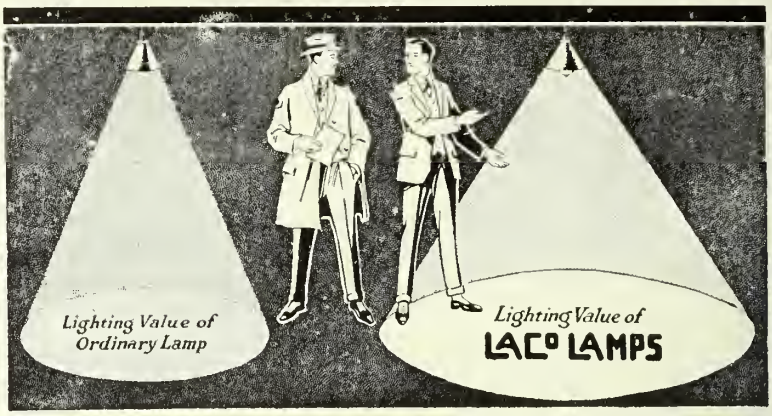
LANSTON MONOTYPE MACHINE CO.
PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building
CHICAGO: Plymouth Building
TORONTO: Lumsden Building
Monotype Company of California, SAN FRANCISCO

203

Why Laco Lamps Give More Light

Laco Bulbs are scientifically correct in shape
The Laco Vacuum is mechanically exhausted and sealed
Laco Filaments are made of higher-grade tungsten
Laco Filaments are mounted to give best distribution of light
Laco Filaments are mounted to best withstand rough usage
Laco Lamps are made complete in one factory and perfected in every stage



LACO NITRO LAMPS

are filled with rare, inert gases, including ARGON—the rarest and most efficient gas. Argon is almost unobtainable by other manufacturers, but is made in the LACO factories.

Laco Lamps are Guaranteed to Give the Candle-Power that U.S. Standard Specifications Provide

Our Lighting Engineers are at your service. Discuss your lighting problems with us to-day.

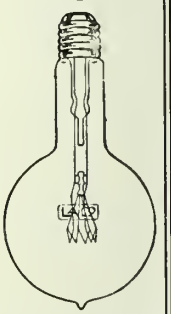
"Bulb-Blackening," Current-Consumption, Breakage Danger are reduced to a minimum in Laco Lamps

The result is :

BRIGHTER--CHEAPER--LONGER LIFE

Laco Lamps are Guaranteed for 1500 Hours Useful Life

No other lamp promises more than 1000 hours, and very few average 60% of this.



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MONTREAL TORONTO WINNIPEG VANCOUVER

PAPER
BOX BOARDS *and* SPECIALTIES

Yours For the Best Deliveries

Extensive connections with leading manufacturers place us in a position to assure the best deliveries that can be had. Get our prices on the following quality lines:

BONDS	GENUINE VEGETABLE PARCHMENT
BOOK PAPERS	GREASEPROOF and GLASSINE
COATED	NON-CURLING GUMMED PAPERS
PLAIN and Coated	STAY
BLANKS	BLOTTING
BRISTOLS	COVER PAPERS

Plain and High Grade BOX BOARDS

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Bank of Hamilton Building - TORONTO, Ontario

Wilson-Munroe Co., LIMITED
TORONTO

PRINTERS! When You Specify

CONSUMERS BOND

—you are getting the best value offered for the money.

IT IS MADE UP TO A STANDARD NOT DOWN TO A PRICE

Notwithstanding the number of similar-priced grades of Bond Paper on the market—we are selling more "Consumers" to-day than ever before—you will find the reason inside every ream wrapper.

Prompt shipment of all orders. *Samples on request.*

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

The Season's Greetings

—and a little reminder from the Fred W. Halls Paper Co. that we are always ready to serve you with the best paper for all printing purposes.

May you have the best of good fortune and joy of a happy life, is our wish for your Christmas and the New Year.

The Fred W. Halls Paper Co.
Limited
Toronto *Canada*

FRED W. HALLS PAPER Co. LIMITED
GOODS SOLD TO THE TRADE ONLY
TORONTO

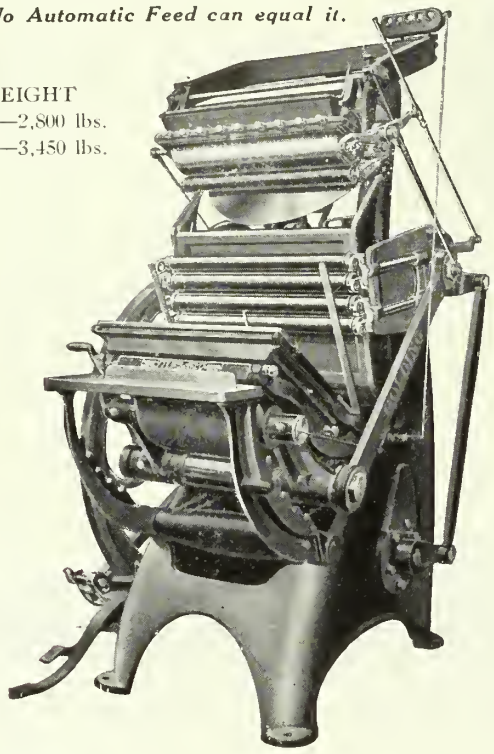
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

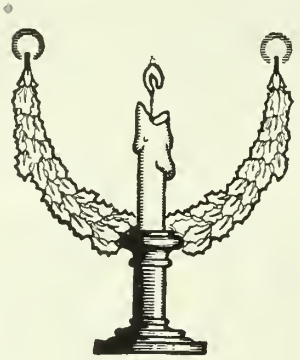
STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company
Franklin, Mass.

An extensive line of Presses, Cutter and Printer's Tools
Canadian Agents: Stephenson, Blake & Co., Toronto: Geo. M. Stewart, Montreal.



Greetings

TO our friends, one and all, we extend the compliments of the season.

We thank you for your steadily increasing patronage, and during the year 1919 we shall endeavor to show our appreciation by giving you the best service within our power.

Let us resolve that in the new year we shall make the most of time; that we shall be proud of each day's work; and that we shall each do our bit towards adding to Canada's prosperity and greatness.

The J. L. Morrison Co.

445-447 King St. West
TORONTO

BOOKBINDERS' PRINTERS' LITHOGRAPHERS' MACHINERY

REBUILT

Folding Machines

FOR SALE AT BARGAIN PRICES

One "Dexter" Double Sixteen Book and Catalogue Folding Machine, 39 x 54 size, complete with pile feeder attached.
One "Dexter" Book and Catalogue Folding Machine, 32 x 44 size, four right-angle folds and one parallel fold, book imposition.
One "Brown" Periodical and Magazine Folding Machine, 36 x 48 size, four right-angle folds, newspaper imposition.
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Our "Mentges" Newspaper Folding Machine, 36 x 48 size, four right-angle folds.
One "American" Circular Folding Machine, 14 x 24 size, three folds.
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Above machines have all been thoroughly rebuilt and are fully guaranteed. Here's an opportunity to get a good folder cheap.

Write for details and prices.

Printers' Machinery **H. J. LOGAN** *Bookbinders' Machinery*

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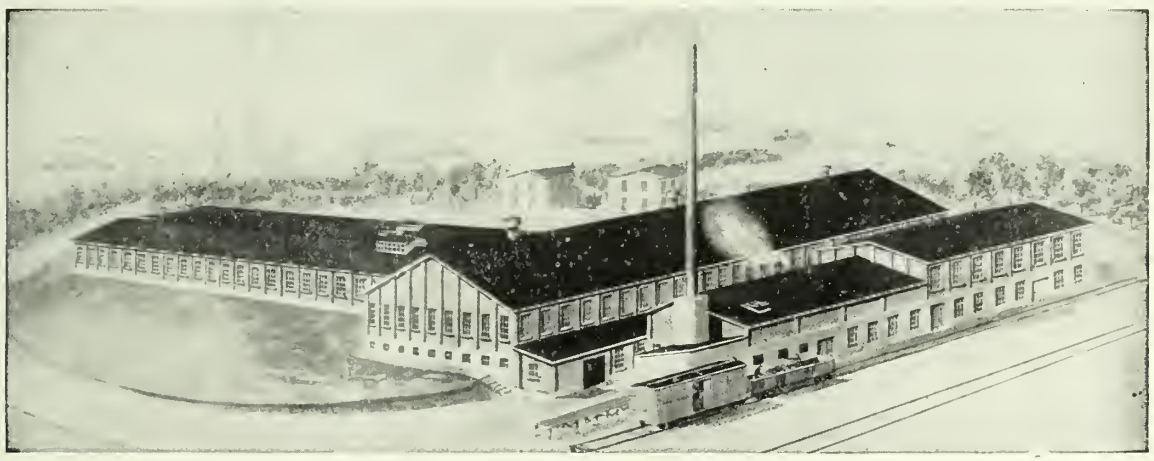

Coating Mill, Barber Division, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for the Coating of Paper.

"Maple Leaf" "Beaver" "C.A." Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building Private Exchange Adelaide 1986

Taffeta and Homespun

THESE two cover papers supply the present demand for light cover papers. Both are economy papers, because they save money without sacrificing selling power.

They are hardly suitable for catalogs, but for small booklets, folders and envelope fillers, they are truly unrivaled.

HOMESPUN is made in six rich shades and in two weights: 20x25-50 and 20x25-30 pounds.

TAFFETA is made in seven pastel shades in two weights: 20x25-40 and 22x28-60 pounds.

We will mail you sample sheets on request.

Niagara Paper Mills

Lockport, N.Y.

Why

jeopardize your quality printing with inferior blotting?

Eliminate the element of chance absolutely, give your printing presses a chance to show what good blotter work really is by using

STANDARD BRAND BLOTTINGS

the best obtainable for office or printing press.

The quality is always uniformly good —we use only selected cotton stock in the manufacture of Standard lines. "Imperial," "Sterling," "Curi-Curl" "Prismatic" and "Defender" (enameled) are other blottings of unusual excellence. Let us send you samples.

STANDARD PAPER MFG. CO.

Largest Producers in the World of Fine Blottings

RICHMOND, VA., U.S.A.

WARREN'S COATED PAPERS

J. M. Dent & Sons, Limited
Sole Agents in Canada for

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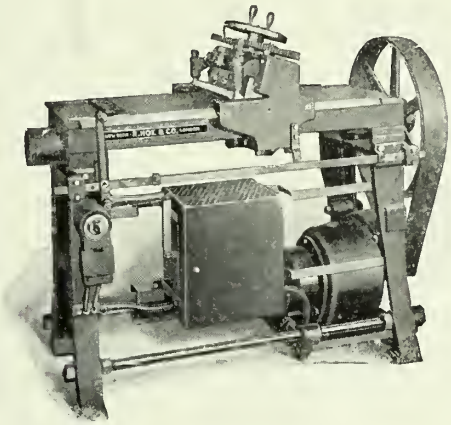
R. HOE AND CO.

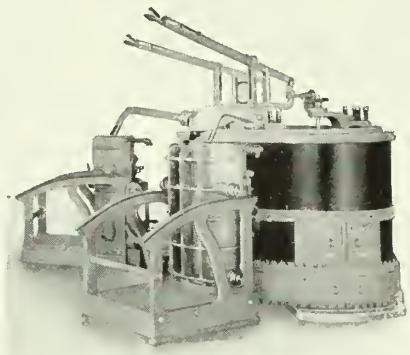
Again Bring to the Attention of

PRESSMEN, STEREOTYPERS AND ELECTROTYPERS

Some More New Worth-While Machines



Screw-Driven Power Shaving Machine.
No Stereotype Department is complete without this dependable machine.



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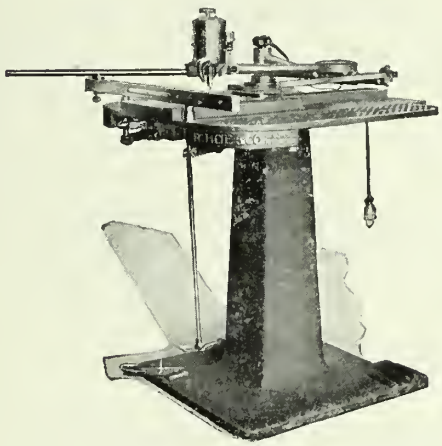
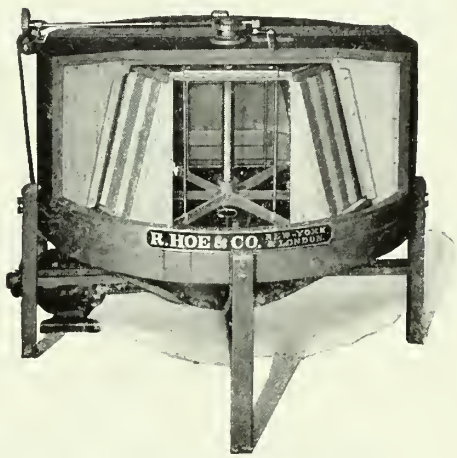
Rapid--Accurate--Reliable.



New Hoe Beltless Routing Machine.
"It speaks for itself."



New Hoe Rotary Wet Black-Leader.
A remarkable time and money saver.

There is nothing in the line of Printing and Plate-making Machinery which R. Hoe & Co. cannot make at least a little better than anyone else and at the lowest price consistent with the highest grade of workmanship and materials.

Quality—Efficiency—Reliability

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MANTON BROS.

GOOD ROLLERS and GOOD INKS are essential to GOOD PRINTING. MANTON BROS.' products are made of the best raw materials for each particular purpose, and if you want to secure the best printing results make MANTON BROS.' your headquarters for—

Printing and Lithographic INKS AND PRINTERS' ROLLERS

Printing Machinery and Printing Machinery Repairs and Supplies

REBUILT PRESSES AND CHASES FOR ALL PURPOSES

We have a number of rebuilt newspaper and job presses that will serve you as well as new presses. Description and prices on application.

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Get in touch with our nearest branch.

Goes Lithographed BLANKS of Quality

FOR THE PRINTER AND STATIONER

A COMPLETE LINE COMPRISING

Stock Certificates
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Bonds · Diplomas Checks Charters ·

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GOES LITHOGRAPHING CO. 42-48 WEST 61ST STREET CHICAGO.

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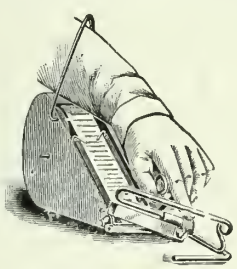
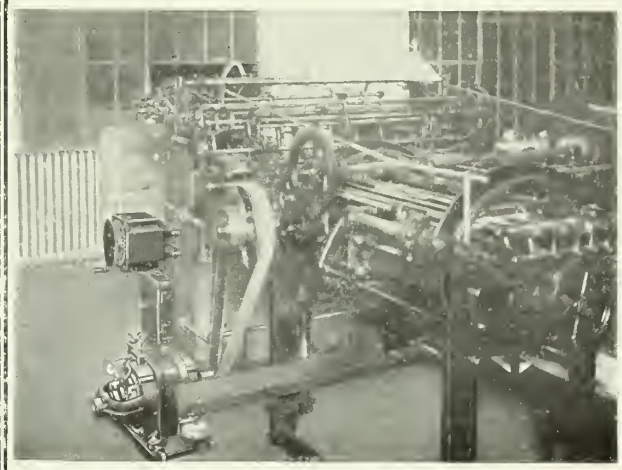


THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.



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VARIABLE SPEED ALTERNATING CURRENT

MOTORS

built to suit the exact requirements of

FOLDING MACHINES

of all makes and sizes. They enable you to set your folder for any desired speed and give both higher and lower effective speed than ordinary motors.

KIMBLE MOTORS

are designed and built to meet the requirements of all printing-plant machinery on alternating current circuits, including

Cylinder Presses
Job Presses
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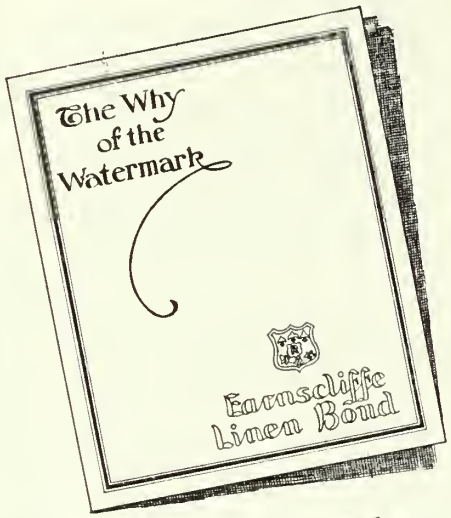
We equip plants complete or sell single motors.

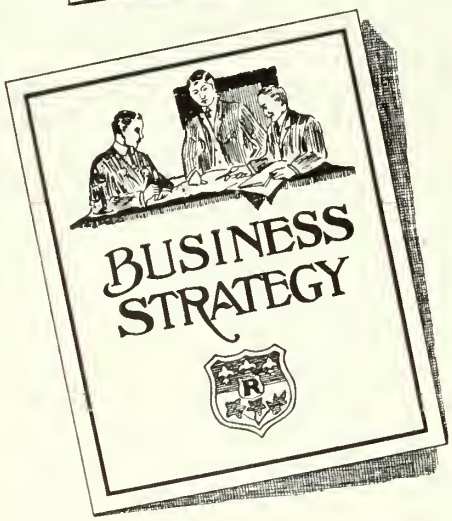
For full information, write to

KIMBLE ELECTRIC CO.

GREAT WEST ELECTRIC CO., LTD., 57 Albert Street Winnipeg, Man., for all points west of Port Arthur and Fort William. MASCO COMPANY, LTD., 87 Queen St. East, Toronto, Canada, for all points east of Port Arthur and Fort William.

Earnscliffe Linen Bond





A Happy Combination

In EARNSCLIFFE LINEN BOND we are fortunate in being able to supply the trade with a quality of paper that gives finest *printing results,* but is yet *conservative* in price. In these days of high prices the happy combination of *quality and moderate price* of EARNSCLIFFE appeals strongly to the customer.

Send for Attractive Folders

We have produced two very attractive advertising folders of Earnscliffe Linen Bond. They are herewith reproduced in miniature. We will be pleased to send a few of these business pullers to Printers for the purpose of submitting samples to customers. The folders represent the good quality of EARNSCLIFFE (white and azure) and show the fine printing and Lithographing results that can be obtained.

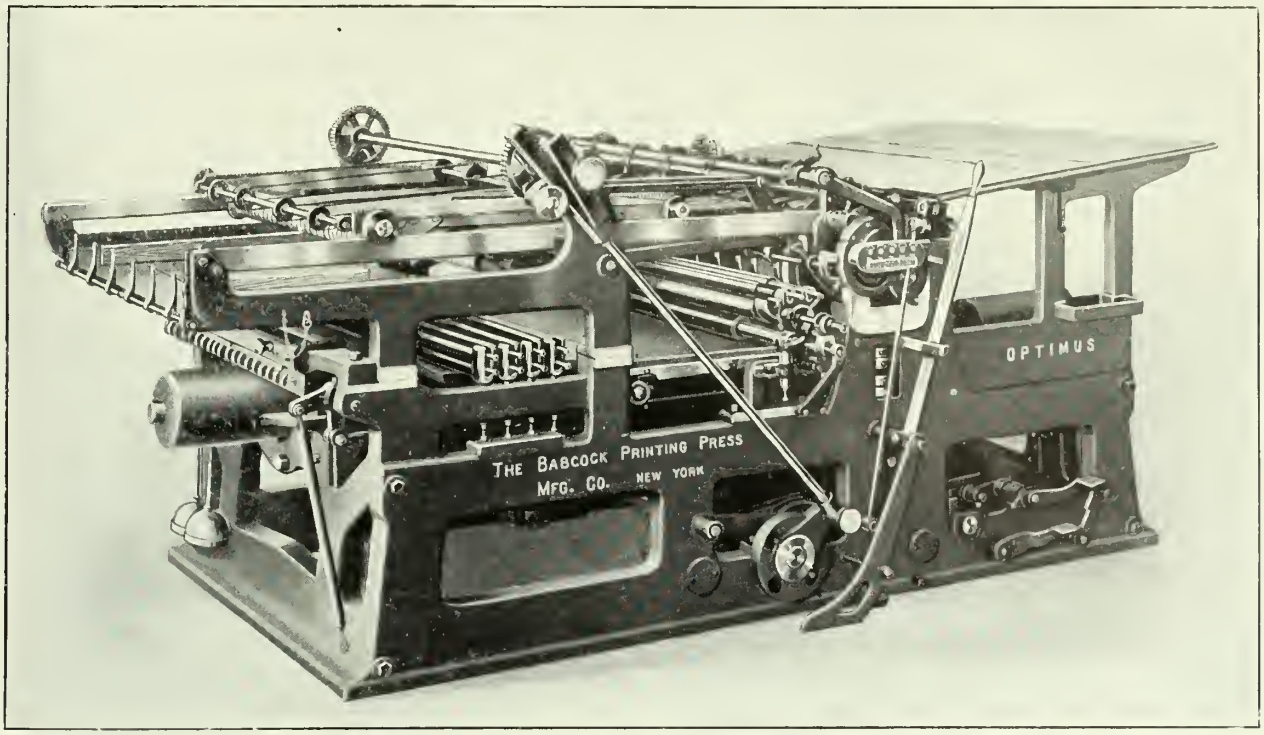
The folders are produced in three colors and measure 11″ x 8½″. They will help you to win more good business. SEND FOR SAMPLES NOW.

THE ROLLAND PAPER CO.
LIMITED

HEAD OFFICE:
142 St. Paul St. W.
MONTREAL, P.Q.

MILLS AT
ST. JEROME AND
MONT ROLLAND, P.Q.

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT



BABCOCK PONY "OPTIMUS" PRESSES

Have never been equalled in printing small forms, with big profits.
No. 35 prints a sheet 23" x 33" or 22" x 34".
No. 41 prints a sheet 25" x 38".
No. 43 prints a sheet 25" x 38".

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT. 38 PARK ROW, NEW YORK CITY.
Miller & Richard, General Western Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba.

A MERRY CHRISTMAS
A HAPPY NEW YEAR

We glory in the war-time success of Canadian printers, lithographers and publishers. Your prosperity is ours. Your efforts to build a greater printing industry is solidly backed up by our constant endeavors to produce for you the finest INKS AND ROLLERS possible, and worthy of the honored name "CANADA."

CANADA PRINTING INK COMPANY, Limited
15 DUNCAN STREET -;- TORONTO

Optimism!

IT is officially announced that Canada is to receive orders for millions of dollars' worth of material and supplies for reconstructing devastated Europe

Mr. Lloyd Harris, Chairman of the Canadian Munitions Board in Washington, and Mr. Frank P. Jones, Chairman of the War Trade Board, Ottawa, are proceeding to England at once. Lloyd Harris has been instrumental in securing orders for millions of dollars' worth of munitions from Uncle Sam, and he can be counted on to get Canada's share of European reconstruction business. Mr. Jones is a team-mate worthy of his associate, and the pair, together with others who will be associated with them, can be relied upon to solve, in a large measure, some of the anticipated problems of the period of readjustment which was expected to follow the close of the war.

Then, too, the Railways are to have their innings, and their purchases of rolling stock and track equipment will keep our steel mills busy for some months.

The shipbuilding programme of the Government is to be carried out and possibly enlarged, and the industries which have suffered through lack of raw material and supplies will be able to catch up.

The world is forming into a vast bread line, turning with appealing eyes and outstretched hands to America. Our production of foodstuffs must be greatly increased, and there should be no unemployment so long as there is an acre of tillable land that is not producing.

There were those who said that business would go to the dogs when the war broke out, and see what happened! There will be gloom spreaders rampant again, and if we would listen we would become gloomy, too.

This is a time for balance, for good judgment and optimism, for clear thinking, initiative and action. It is a time for thanksgiving and not for gloom. For unselfishness, for charity of thought and not for greed and parsimonious profit protecting. It is a time for kicking old policies and old doctrines into the street if they stand in the way of doing the things which better judgment says should be done.

Pessimists didn't win the war. Let us take fresh courage and face the new year with faith, hope and confidence. We're living in a better world.

PRINTER AND PUBLISHER

Devoted to the Interests of the Printers and Publishers of Canada

Clubbing Rates Are Not Much in Favor Now

What Publishers Say of the Matter

THE business of clubbing with other papers is fast passing from actual practice in many of the newspaper offices of the Dominion, especially in the weekly section. The same can be said of the small dailies. Some years ago there used to be a lot of business done in this way. The weekly paper advertised clubbing rates. The subscriber was advised to take advantage of the rates offered, and it cannot be denied that it worked out to the benefit of the subscriber, who could get his papers cheaper in that way, and with less bother, than by any other method.

But with the growth of rural mail deliveries, the smaller dailies have felt that the clubbing business has simply been courting opposition that they now have to meet. The small daily works in a larger field in many cases than a purely local one. The leased wire with the world news is finding its way into more of the smaller daily papers. The only way to carry this service is to get a revenue in excess of that derived from a purely local paper, and when the small daily enters that field it finds itself in very direct competition with the big paper that the clubbing rates have helped to bring into the district.

On the other hand, the weekly paper often finds in the big daily a help in the way of securing subscriptions. The big metropolitan daily for the news of the world, the features and markets, along with the local paper for the news of the district, makes a pretty good combination with a strong appeal to the reading public, especially in the rural district. Many a good circulation has been built up and cared for in that way.

The opinion of the publishers is worth noting in this connection. PRINTER AND PUBLISHER sent out a number of requests for information along this line, particularly in Ontario, where the practice is the most common. The number of replies was gratifying, in fact in only a very few cases were the letters not answered. Here is what some of the publishers say about the matter:

Forest *Free Press*:—"The St. Clair Press Association at last meeting decided to drop clubbing arrangements. The intention is to accept subscriptions only at full rates. As far as we are concerned, we send for other papers for our subscribers, always at full rates." —H. J. Pettypiece.

The Conference and Representative Mount Forest: —"We do not club now with other papers in the usual acceptance of the term, that is, we do not give a reduced rate for either paper, or for the two combined. We rather act as agents for other papers, selling them at the regular rates and keeping any commission allowed to agents. Many of our subscribers avail themselves of this accommodation, saving themselves the trouble and expense of remitting. The commission does not furnish a heavy profit for time and trouble after paying postage, but it is a great deal better than doing the work for nothing, or less than nothing, under clubbing conditions. As for inviting competition on the part of dailies and large city weeklies, there is no need to go to that trouble. The competition is here and the best way for the rural weeklies to meet it is to concentrate their attention on the rural field, out of which city papers cannot oust them. We rather encourage our subscribers to get a daily or a national weekly in order that we may rather ignore the national and world-wide field in order to pay full attention to the local field."—A. W. Wright.

The Acton *Free Press*:—"The *Free Press* has not engaged in the clubbing business for at least ten years. Our experience with clubbing with city papers was never very satisfactory. It entailed a considerable amount of bookkeeping and the advantage always appeared to be with the outside paper. Financially, it has not been a success. So far as a means for securing subscriptions it was just as unprofitable, inasmuch as the clubbing was generally with subscribers of our own, who were practically permanent subscribers of our own paper."—H. P. Moore.

The Peterborough *Examiner*:—"We still club with almost every paper published on enquiry from subscribers. We do not advertise clubbing rates—or advertise other papers—daily or weekly, unless the advertising is paid for direct by the other publisher.

We believe it a wrong practice to advertise clubbing rates, and we charge full rates for the other papers we secure orders for.

We think the example is bad when our weekly of twelve, fourteen and sixteen pages is sold for one dollar and fifty cents per year against metropolitan dailies at three dollars per year or less.

We are not handling as many clubbing subscriptions at the present time as we did some eight or ten years ago, simply because we are not making any effort in this direction."—R. M. Glover.

The Renfrew *Mercury*:—"In the days when the *Mercury's* subscription price was $1.25 and all its local contemporaries were $1.00 a year, we did some clubbing —using the *Weekly Globe* of those days at a cut rate (that is, $2 for *Mercury* and *Globe* together), to, in a measure, 'even up.' We also advertised clubbing with one or two farm papers. But since the *Globe* weekly editors went into eclipse and all the local weeklies near-by advanced to the $1.50, we have practically dropped clubbing. If any subscriber asks us to remit for him to some other paper, we do it, charging him the full published rate, and retaining from that a commission for ourselves. But we do not advertise a club list. Possibly, it might be good business to club and advertise it; but it necessitates additional and careful accounting, and if the paper 'of the second part' has not a good mailing system, the local

paper which clubbed with it suffers somewhat from the dissatisfaction of the subscriber."—W. E. Smallfield.

British Whig, Kingston:—About fifteen years ago the *British Whig* discontinued clubbing arrangements with metropolitan and other dailies or weeklies. It was our experience that, under the clubbing arrangement, we were perpetuating the circulation of competing papers with no accruing advantage to ourselves. We stopped the practice and have never had cause to regret this action. We consider clubbing with large city dailies inimical to the best interest of the small city dailies."—L. H. Guild.

The Brantford *Expositor*:—"The *Expositor* has not been making club offers for several years back. We do, however, accept orders for other papers, merely as an accommodation to subscribers. These orders are only accepted at the regular selling price of the papers, and no club offer is given. We make no effort to get business of this kind and do not advertise any club offer. The *Expositor's* experience is that club offers are certainly not in our interest, but, on the contrary, entirely in the interest of the larger papers."—W. B. Preston.

The Almonte *Gazette*: — "The *Gazette* has never done any clubbing with other newspapers. One of the most effective methods we have found of increasing our list has been to send out sample copies. Some years ago we prepared a list of non-subscribers within a certain radius of our town, and week by week sent out sample copies to those who were residents in a district from which we had a good budget of news for that week from that locality.

We typed the list and used the addressing machine, but this, I think, while it saves time, lessens the effectiveness of the plan. People are suspicious of a paper coming to them with a printed name attached, and are very likely to suspect that some one is trying to put something over on to them. With the written name it is different.

Another plan is to go over the paper as soon after publication as is possible and send a copy to every person whose name and address appear in that issue or as far as your left-over copies will go—without any mark to show that the sending of the paper was by design. People receiving a paper in such a way are pretty sure to look over it carefully and so stumble upon their own names, and nine persons in every ten are pleased to see their names in print. If you please a person you have accomplished something. It may not bear fruit immediately, but when the services of a newspaper office are required the paper memory of which has been stored away is likely to be the first thought of."—James McLeod.

Canadian Statesman, Bowmanville:—"While we do not think the circulation managers of city dailies appreciate just how much they owe to country weeklies for promoting the circulation of their papers, we belong to the class of local publishers who 'urge their subscribers to order their daily papers through our office.'

The competition of the dailies has no bogey in it for us, for we do not handle their business except there is money in it for us. For instance, we give our paper—$1.50 per year—and any Toronto morning paper—$4.00 a year—for $5.25, which allows us full price for our own paper and a clear commission of 50 cents on each such combination and we do an extensive clubbing business and have for the 40 years that we have owned the *Statesman*.

If a local weekly is made worthy of the people's patronage no fear need be felt of being crowded out by the city dailies."—M. A. James & Sons (M. A. James).

The Chatham *Planet*:—We never encourage clubbing rates, but for the convenience of our subscribers for other papers when requested to do so. This year, with the increased price and recognizing the fact that the Montreal *Star* has a very large circulation in this vicinity, we are offering the *Weekly Planet* and *Star* for $2.50, thereby losing our commission."—S. Stephenson.

Galt *Reporter*:—"It is a good many years since the *Reporter* had clubbing rates with the large city dailies. We give our rural subscribers a reduction on the regular subscription price in view of the fact that in most cases they do not receive the paper until the day after publication. We have found this system very satisfactory."—Henry J. Foster.

The Barrie *Examiner*:—For the past two years we have done no clubbing of any kind with outside papers. If any of our subscribers wish us to send in subscriptions to outside papers for them we do so, charge them the full rate and retain the commission for our trouble. This method we have found from our two years' experience is very satisfactory, and we would not, under any consideration, think of going back to the old method of clubbing. The fact that our circulation has steadily increased during the past two years, despite the fact that we did no clubbing, have employed no canvassers nor any other methods of boosting our circulation, proves conclusively to us that these methods are not necessary. We are putting all our endeavors into getting out a bright, clean, well-printed and newsy paper, specializing on home news, and are of the opinion that that is the best way to retain old subscribers and secure new ones. We might also mention that our subscription rate was raised to $1.50 two years ago, and our circulation has increased steadily since then. We have been using the loose leaf system for our subscription accounts and find that col lections come in quite freely when the subscribers are promptly notified when their subscriptions are getting in arrears."—W. C. Walls, Bus. Mgr.

The Goderich *Star*:—"While we continue the practice, we do so as a convenience to our subscribers only. We do not make any cut in our own price for the *Star*, but give the subscriber the advantage of portion of the commission we obtain from the outside papers, retaining enough to cover our expense of remitting. The arrangement probably has this advantage: that, as the daily paper stops promptly, the subscriber is obliged to come in to renew, and while doing so pays up his local paper as well. On the other hand, we have the unpleasant feature of having to deal with complaints of papers not reaching subscribers regularly, etc., and feel that the handling of subscriptions for other papers is worth all the commission there is in it, though as yet we are dividing the commission with our subscribers."—Vanatter & Naftel.

Guelph *Mercury*:—We tried out the plan of clubbing, only with weekly papers, and only with weekly edition of the *Mercury*, for several years. We never clubbed any other paper, Daily or Weekly, with our daily edition. At length, about three years ago, we abandoned clubs entirely. Our belief was that the readers who were worth anything to our advertisers wanted the *Weekly Mercury* for its own sake; would take it anyway, and that we were only giving ourselves unnecessary trouble and helping rivals to cut into our own field by offering them at club rates. There has been no reason to change this opinion. The competition we have felt most is from the morning papers and is entirely due to the fact that the Government has arranged the time of rural mail carriers leaving points of postal distribution to suit these papers.—R. M. Hamilton.

Lifting the Regulations

Withdrawal of all restrictions affecting the publication of periodicals except daily, Sunday and weekly newspapers, effective immediately, was announced by the War Industries Board at Washington. Restrictions governing weekly newspapers lifted Dec. 1, the board said, because the amount of paper consumed by these publications was not sufficient to affect materially the newsprint situation. Restrictions on the manufacture of wall paper also are withdrawn, effective at once.

No Separate Board for Canada

Since the last meeting of the Canadian Press Association, the Labor Committee of that organization has been engaged in an effort to secure from the I.T.U. consent to the formation of a Canadian tribunal of arbitration, similar to that which now exists between the I.T.U. and the American Newspaper Publishers' Association. At present, the publishers of most of the larger Canadian dailies belong to the A.N.P.A. and ejoy the benefits of this agreement, but the publishers of the smaller Canadian dailies belong to the A.N.P.A. and enjoy the benefits of this bership in the A.N.P.A. from having this protection. A great deal of correspondence has passed between the Labor Committee of the C.P.A. and the I.T.U. The appended letter from President Scott of the latter organization makes it pretty clear that a Canadian arbitration tribunal is not likely to be had:

Indianapolis, Ind., Dec. 3, 1918.

Replying to yours of November 22, any new arbitration agreement necessarily would be submitted to a vote of our entire membership or to our annual convention for acceptance before it could be made effective.

Our Executive Council has under consideration the advisability of drafting a uniform contract in which the principles recognized by the International Arbitration agreement will be set forth in detail. Those working conditions which are not arbitrable would be specified and the wage sections and other working conditions which are arbitrable would also be included, together with a code of procedure to govern local arbitration.

Under such a plan there would be an agreement to arbitrate all scale differences and controversies arising under the agreement for a period say of five years, perhaps for a longer period. At the same time the wage scale could be fixed for a period of one, two or three years, as the local parties might agree.

I do not believe it is feasible to attempt to create an Arbitration Board to have jurisdiction over our Canadian jurisdictions exclusively. Such a system would be very expensive, and I doubt if many of our local unions there would participate.

Yours very truly,
M. G. Scott.

Advertising a Job Business

E. B. Christiansen, of Pembroke, believes in advertising his print shop, and he does it in a very direct way. He issues not only the usual blotters, etc., but comes out quite regularly with a little booklet containing samples of work he is doing, business pointers, and facts about his business. Speaking of printing prices, "Better Printing," the name of his "house organ," gives this one:

"Here is a story told by a printer in another town, of an experience he had recently:—

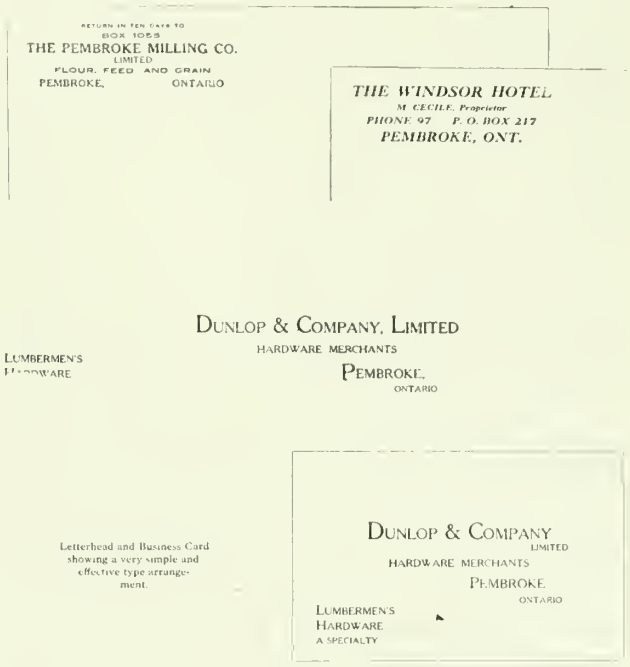
" 'The other day a funny thing happened. We bought a pair of shoes—not that there is anything funny about buying a pair of shoes—That pair of shoes put a crimp in our modest little roll to the extent of $12.50. But we gritted our teeth and tried to look pleasant. They were darned good shoes. We had worn that particular make before. Two years ago we bought them for $6. The shoe dealer who sold them to us knew all about shoes and shoe values. He admitted it. He assured us it was absolutely impossible to produce and sell a pair of shoes containing the same quality and quantity of materials, put together by the same skilled labor, for a cent less than $12.50. We took his word for it.

"Some time later he gave us a little job of printing. We kept tab of the hours and minutes required to do the six operations by three different workmen. We figured exactly what the paper cost that was used in the job. We checked the items over carefully to be sure they were correct. We then added on our regular 10 per cent. profit and sent the bill to the customer.

" 'He raised a "helluvarow." He was positive we charged him too much. We inquired if he had ever run a printing business. He had not. We asked if he knew what the paper cost per pound and how many pounds were used for the job. He did not. We asked him if he knew how many hours were required for a first-class compositor to set the form and lock it up. He did not. We asked him if he knew the hour rate for skilled compositors, pressmen and pressfeeders. He did not.

" 'Moral: Before you start an argument be sure to know as much as the other fellow, and then some.' "

Here is a reproduction of some of Mr. Christiansen's work in his "Better Printing":—



To Eliminate a Nuisance

Grand Rapids, Mich.

At a recent meeting of the job section of the Grand Rapids Printers' Association the question of bands on envelopes was taken up for discussion. The unanimous sentiment expressed was that these bands are a decided nuisance in that they require time in breaking which the printer cannot charge his customer for; they also are a waste of labor and material that somebody must pay for. It was decided to appeal to the common sense of the envelope manufacturers through the printing trade publications, for a possible elimination of this waste.

For the Grand Rapids Printers' Association,
MARTIN HEIR,
Executive Secretary.

Another Bouquet

Geo. R. Westland, editor and proprietor of the *Province*, Innisfail, Alta., has written to PRINTER AND PUBLISHER as follows: "I appreciate PRINTER AND PUBLISHER very much, especially the new reset ad. department. After perusing PRINTER AND PUBLISHER each month I pass it on to my foreman."

North Star, Parry Sound:—The Burk's Falls *Arrow*, defending its action in reverting to the dollar a year rate, says that the actual cost of producing a weekly paper is $1.85 per subscriber. The *Arrow* is slightly out, we believe. We do not think that $1.85 would come near covering the cost. The advertiser pays a great proportion of the cost of publication and it is only fair that the subscriber should "come across" with his just proportion. The $1.50 rate or more is the only solution.

Meeting the Free Reader in Argument

How One Canadian Publisher Dealt With It

APPARENTLY there are still agencies in existence that delight in securing the "free reader." They seem to think that the publishers still depend on the free reader in order to secure the paid-for display. And it's a caution the number of papers that fall for the stuff.

The way to kill the practice is to stop it. Of course, it doesn't take a very deep course of reasoning to state that conclusion. But it is interesting to note that a number of publishers are facing the matter squarely, and taking individual cases up with the agencies. Agencies are only human, and they have all sorts of pressure brought to bear against them with the idea of trying to secure an excess measure in the matter of paid-for publicity. Very often the agency passes the request along to the publisher simply to satisfy his client.

But Here's a Case In Point

It is interesting to notice how some of the publishers deal with the matter. Not long ago there went to the office of the Kingston "Whig" the following notice: "We are reprinting it here to show that it is prepared skilfully. It mentions no particular product, and it might be readily seized by some hurry-up editor who was casting about for anything that whiffed of gasoline to fill out his automobile page. The reader is headed "Following Directions":—

Are you one of the motorists who last winter used an anti-freeze compound in a manner which the maker of the preparation never specified and then condemned the stuff as being no good? If you did such a thing, you had better make sure that you followed directions to the letter. The manufacturers of anti-freeze compounds have met car and truck owners more than half way, and the complete directions printed on every label of their products are put there for but one purpose, and that is, to make sure the preparation will be used correctly.

Obviously if the motorist does not do his part and merely dumps the stuff in his radiator, without following directions, he does wrong and one morning he will go to his unheated garage only to find the tubes of his radiator burst or the water-jacket cracked. The next thing he does is blame the anti-freeze substance, whereas, had he been careful to follow instructions, he could have gone all winter without worrying about the cooling system.

Most of the anti-freeze preparations have been put up in convenient form, but the amount of water in the cooling system together with the variation in temperature dictate to a considerable extent how the preparations must be used. All this is set forth in the maker's directions and in every case the big thing to watch is that the radiator has no leaks and that the hose couplings are in good shape. In fact, new hose is desirable before adding the anti-freeze, as after a season's use the inner layers become separated.

The radiator should be washed out carefully with a solution of hot soda, which reveals any leaks that exist. These then should be soldered. Many anti-freeze substances attack dirt and sediment and if your radiator started to leak last winter after you added the anti-freeze, it was because you failed to clean the radiator and repair the leaks. The anti-freeze told you that leaks existed. You probably thought the anti-freeze was eating away the metal. Follow the maker's directions this winter and you will play safe.

Leman A. Guild, managing director of the "Whig," didn't end the matter with assigning the copy to the graveyard of Spring poetry, the W.P.B., but he undertook to make a case out for paid advertising. The "Whig's" letter to the agency, which PRINTER AND PUBLISHER secured permission to reproduce, was as follows:

Kingston, Nov. 30th, 1918.

Western Advertising Agency,
213 State Street,
Racine, Wis.

Gentlemen:—

We have read with interest your favor of the 20th, and the enclosed reader which you asked us to publish on behalf of a client. We own an automobile. Wonder what S. C. Johnson & Son would reply if we asked them to send us a few gallons of their freeze-proof mixture so that we might test it out? Of course, if it proved satisfactory we might buy some later on. Now there is just as much logic in our making this request as there is in S. C. Johnson & Son, or the Western Advertising Agency requesting a newspaper to publish a dead-head notice. We are sorry for the publisher who put such a cheap value upon their own space as to fall for this kind of thing. Every little while we write this same kind of a letter to an advertiser or an agency, but usually it covers our Canadian agencies or advertisers. We are sorry to see our good friends across the line adopting the same practice.

You asked for an expression from us—see your last paragraph—and we are making it a quite frank and open one, and trust you will take no offense from it. We have many good friends among the agency fellows in Canada and know the pressure that is brought to bear upon them at times and that they often make requests which they would rather suppress. All of which leads up to the point: This paper does not run dead-head notices, even for its biggest clients. It sells its space on the basis of service and merit alone and it is selfish enough to expect pay for every inch of space used.

The Daily British Whig was the third paper in Canada to join the A.B.C., and it is the only paper in Kingston, or between Toronto and Montreal, affiliated with the Bureau. Its average A.B.C. circulation for October was 5,943. It is now running over 6,000. We are willing to sell you this circulation on a strictly cash basis, and believe it would pay your client well. To quote your last sentence, "An expression from you in this regard will be appreciated."

Yours very truly,

LEMAN A. GUILD,
Managing Director.

L.A.G./F.C.

It is likely that most publishers will agree that the Kingston "Whig" has taken the proper course in the matter. There have been far more glaring cases than this of free publicity exploits. The "Whig" made a good case. It has not offended the agency, because it approached the subject in a straight, clean manner. It has, in our estimation, strengthened the hand of the agency by reason of giving it something tangible to take back to the maker of the anti-free composition. The agent can go to that firm and say, "Here is the position of one Canadian publisher. Now what are you going to do about it?" It took a little time, patience and postage, but it was effort well spent.

Doesn't Like This System

Burk's Falls *Arrow*:—Fourteen hundred newspapers get $170,000 for advertising Victory Bonds and give that much more free of charge; about fourteen "experts" get $30,000 for preparing advertising copy; and the brokers and bankers and canvassers get several million dollars in commissions for selling the bonds, the demand for which was created wholly and solely by the press. The *Arrow* is not surprised to learn that the Finance Minister speaks glowingly of the "patriotism" of the press. But, of course, the patriotism of the big interests and the big fellows must be paid for in current coin of the realm.

The Milwaukee "Free Press," a morning newspaper, has been purchased by Arthur Brisbane, who recently acquired the "Evening Wisconsin" and "Daily News," two afternoon papers. The "Free Press" will be discontinued at once, and Mr. Brisbane's consolidated Milwaukee papers will hereafter be issued under one publication, to be known as the "Wisconsin News."

Smaller Dailies Discuss Many Problems

Business End of the Trade Needs Attention

A MEETING of the publishers of small city dailies in Ontario was called at the King Edward hotel on December 4, the reason being to consider the large increases in the cost of publication, and some of the means used to meet them. There were present W. J. Taylor, president of the C. P. A., who presided; T. H. Preston, Brantford *Expositor;* W. J. Moore, Brockville *Recorder-Times;* A. C. Woodward, Chatham *News;* H. J. Foster, Galt *Reporter;* R. M. Hamilton, Guelph *Mercury;* D. A. Bean, Kitchener *Telegraph;* R. M. Glover, Peterborough *Examiner;* A. H. Stratton, Peterborough *Review;* W. B. Burgoyne, St. Catharines *Standard;* L. H. Dingman, St. Thomas *Times-Journal;* A. R. Alloway, Stratford *Herald;* J. C. Kirkwood, for the Canadian Press Association. Owing to illness John Imrie, manager of the Canadian Press, was unable to be present.

Among the matters considered were Advertising Rates, Subscription Rates; The Use of Premiums and Contests in the Promotion of Circulation; Methods of Selling and Distributing Weekly Editions of Daily Newspapers; Labor Problems.

In connection with advertising rates, the rates of all publications represented at the meeting in relation to circulation and local population were inquired into. The lowest rate was 8c in a two-paper city of almost 20,000, with a circulation of 2,100. From this the figures ran up to 24½c. for a circulation of 8,200 in a two-paper city of 19,000. The following table will show the rates that are being secured at the present time:

Publication	Circulation	Population	Rate per inch
No. 1	3,700	16,000	11
2	4,300	13,000	14
3	3,300	17,000	10
4	3,800	22,000	10½
5	5,950	22,000	21
6	9,000	18,000	24½
7	2,500	15,000	12½
8	6,000	10,000	21
9	8,700	30,000	21
10	8,200	19,000	24½
11	2,100	19,000	8

Several of those present stated that they were just now putting into effect new rates, and the chances are that others who had a chance to see how low a rate they had been getting will be encouraged to go in for an adequate revision of their tariffs. In order that this information may become more generally known it was decided to ask the office of the C. P. A. to obtain from all the offices in the Dominion the rates they are charging in relation to circulation, etc.

LINES OR INCHES

The question of measuring by agate lines or inches came up for discussion. One great advantage in the line measurement was pointed out in the matter of making increased rates. For instance it is much easier to increase rates one-half cent per line than to ask for a straight increase of seven cents an inch.

In connection with subscription rates the following facts were brought out: Of those at the meeting six were getting $5 per year for city delivery, five were getting $4 per year; for mail subscription two are getting $4, one at $3.50 and eight at $3 per annum.

CUTTING OFF SUBSCRIPTIONS

The meeting discussed the question of cancelling subscriptions at some length, and two resolutions were brought out covering the point as follows:

"That in the face of the greatly increased costs of publishing, it is the conclusion of this meeting that increases in subscription rates are essential, and that the minimum rate should be at least $5 per year for delivered subscribers, and $4 a year mail—this when subscriptions are placed by the year in advance, and it is also recommended that all subscriptions be paid in advance."

A further resolution was proposed and carried as follows:

All daily paper subscriptions should be discontinued, so far as delivered subscriptions are concerned, when three months in arrears, and in the case of mail subscriptions when one month in arrears—this resolution to be communicated to the Paper Controller through the medium of the Newsprint Paper Committee.

ABOUT FREE COPIES

The giving of copies to members of the business, editorial and mechanical staff was discussed. The secretary reported on two Toronto offices. One morning paper delivers to the homes of the staff at half price, and permits each member to get a free copy through his department. An evening paper supplies a requisitioned quantity to each department, the same being charged against the department. After some discussion the following resolution was passed:

"That in the opinion of this meeting the practice of supplying employees with free copies should be discontinued, not only because such distribution is bad business policy, but also because such distribution is not counted as circulation by the A.B.C., and it is suggested that in lieu of free copies to employees, papers should be delivered to their homes at 50 per cent. of the regular delivery rates."

Exchange lists also brought out a lot of discussion, and as a result the following discussion sets forth the feeling of the meeting:

"In view of the recommendations of the Newsprint Paper Committee that the system of free exchanges be done away with, this meeting of publishers of dailies in the smaller cities recommends that exchanges henceforth be given at fifty per cent. of the regular mail subscription rate, and that individual cheques be exchanged between exchanging publishers, this to provide for proper bookkeeping entries, and to meet the requirements of the A.B.C.

PREMIUMS AND CONTESTS

Premiums and contests are not in favor. That is apparent from the following resolution governing the point:

"That the Newsprint Paper Committee be requested to bring afresh to the attention of the Paper Controller that portion of the publishers' recommendations which proposes the discontinuance of premiums and voting, guessing and other contests, for the purpose of obtaining subscriptions with a view to the conservation of newsprint and mail transportation, by the elimination of artificially forced circulation."

THE DAILY AND WEEKLY

The old problem of the weekly edition of the daily paper was ushered in and dusted off again. One publisher who had dropped his weekly edition stated that to a large extent he had been able to send the Saturday edition to subscribers at a distance who wanted to keep in touch with the home town.

Question of apprenticeship interested the meeting for some time, and a number of good suggestions were brought forward, one of the best being the outlining of a plan for holding back a certain amount each week and paying it, doubled at the end of the apprenticeship. This plan had the effect of holding the apprentice and keeping him until he completed his full time in the office.

RESPONSIBILITY OF THE PUBLISHER

In the case of mistakes in figures in which losses are made to the merchant, the responsibility of the publisher

was discussed and the various methods were aired. Mr. Taylor told of a recent happening where a line of overcoats were sold at a loss of $70. He intended to stand the loss and back up his advertiser, but admitted that the better plan would have been in this case to go in and buy up the coats as the mistaken price was a long way below their real value. The price had been given at $1.95 instead of $11.95. The opinion was expressed that the law would limit the liability of the publisher to the extent of the value of the ad.

RESOLUTION OF CONDOLENCE

Before the meeting broke up the following resolution, on motion, was presented:

"Resolved, on motion of L. H. Dingman and W. B. Burgoyne, that this meeting of smaller city daily publishers, meeting in the King Edward Hotel, Toronto, on Wednesday, Dec. 4, 1918, express to his widow and family our sincere regret at the untimely death of Lieut-Col. J. D. Clarke, managing director of the Galt *Reporter*, who was for many years an active and valued member of the Daily Section of the C.P.A. Lieut-Col. Clarke was one of the newspaper men who served Canada and the Empire in the war. He was active in the formation of the 111th South Waterloo Battalion, which he conducted overseas and into the battle line. As a soldier his memory will be cherished and his attendance and counsel at meeting of daily publishers will be greatly missed.

"We wish also to express our sincere sympathy to Mr. and Mrs. T. H. Preston of Brantford, on the great loss they were called upon to bear in the death of their son, Lieut. H. B. Preston, while on active service for Canada and the Empire."

Some Facts About Canada's Pulp and Paper

From a Booklet by the Canadian Pulp and Paper Association

Paper was first made in Canada at St. Andrews, Que., in 1803.

Canada's pre-eminence as a paper-producing country lies in the possession of hundreds of thousands of acres of pulp-wood forests and to conveniently located water-powers.

Canada has the largest forest area of any country in the British Empire.

Canada's forests embrace 350,000 square miles of pulp-wood timber, estimated to yield 1,033,370,000 cords of pulp-wood.

Canada has developed water-powers estimated at 1,941,700 h.p., besides undeveloped water-powers incalculable.

There are 91 incorporated companies and other concerns in Canada engaged in manufacturing pulp or paper.

Their combined capital is estimated at $200,000,000, which is a greater amount of capital than is invested in any other industry, with the exception of hydro-electric power development.

The total annual output of the Canadian pulp and paper industry exceeds in value $85,000,000.

It gives employment to 25,000 individuals.

Its annual payroll exceeds $15,000,000.

It has sent more than 3,000 men to the war.

In 1890 Canada's exports of pulp and paper products amounted to but $120. In 1910 they were worth $10,000,000. For the fiscal year ending with March 31, 1918, they reached a total of $71,755,325.

Canada exported paper last year to the value of $37,742,697; pulp, $25,673,350; pulp-wood (unmanufactured), $8,339,278.

Last year's exports of pulp and paper exceeded those of the preceding year by $18,830,437.

Canada's pulp and paper exports lead all manufacturing industries, except that of explosives.

Last year's exports of pulp and paper products exceeded in value Canada's total industrial exports of 1913.

Canada's exports of pulp and paper products create "exchange" for Canada, in the United States, at an average rate of $205,000 a day for every working day in the year.

Canada produces for sale 2,525 tons of newsprint paper and 2,500 tons of pulps of all kinds every day.

The United States has 2,500 daily and Sunday newspapers, and 14,000 weeklies, with an approximate total circulation of 71,000,000 copies.

With one-fifth of the world's population the United States consumes one-half of the world's production of paper. Canada, in proportion to her population, is a close rival of the United States as a paper-consuming country.

The newspapers of the United States consume 2,000,000 tons of newsprint every year, of which Canada supplies, approximately, one-fourth.

Since 1912 Canadian-made paper has been admitted to the United States free of duty.

In 1917, Canada produced 650,000 tons of newsprint paper, of which 492,890 tons, or 76 per cent., were exported to the United States.

Canada has 138 daily, and 921 weekly newspapers.

It takes the product of 20,000 acres of pulp-wood forests every year to supply Canadian newspapers with white paper.

Canadian newspaper publishers pay about $3,500,000 a year for their white paper.

Some of the largest Canadian and American newspapers consume from 50 to 100 tons of paper daily.

The daily consumption of newsprint paper in Canada is, approximately, 250 tons; in the United States, 5,750 tons.

Canada's daily output of paper, made into a continuous strip three feet wide, would be long enough to girdle the globe at the equator.

The principal pulp and paper mills of Canada are located in the provinces of Quebec, Ontario, New Brunswick, Nova Scotia and British Columbia.

Spruce, balsam, fir, hemlock, jack pine, tamarack, poplar and basswood are used in the manufacture of pulp.

Quebec's annual production of pulp-wood exceeds 1,000,000 cords. Ontario comes next with about 800,000 cords.

It takes, approximately, 1½ cords of wood to make a ton of paper.

Spruce trees, best suited to the production of pulp, require from 100 to 150 years to arrive at maturity.

Reafforestation is practised to a limited extent in some of the provinces.

Forest fires are a source of great loss to the Canadian pulp and paper industry and eat up millions of cords of wood-pulp every year.

Where coal is used to generate power in the operation of paper mills it takes, approximately, a pound of coal to produce a pound of paper.

The average labor cost of producing a ton of paper has increased 75 per cent. in the period of 1912-1918.

Moncton Times Fifty Years a Daily Paper

The Editor Has Been There for 46 Years

IT does not come to all newspapers to observe their half centenary. There is no field of enterprise in which competition is so keen as in the publication business and many newspapers do not survive more than a few years. Probably more money has been sunk in the field of journalism than has ever been made from it and the number of publications that are really successful from a financial point of view is comparatively small. Therefore the Moncton, N.B., *Times*, in reaching its fiftieth anniversary, with its business larger than ever, may lay claim to a unique position among the newspapers of the Dominion. Established as a Weekly, December 10th, 1868, the birth of the *Times* was almost coincident with the Confederation of the four older Provinces as the Dominion of Canada and its growth has kept pace with that of the country as a whole.

Early in the seventies, Moncton came to be regarded as the national centre of the raiway system of the Maritime Provinces and the erection of offices and workshops was proceeded with. As the town grew in importance, the Daily *Times* was established August 10, 1877, as a four page paper, five short columns to the page, or just one-fourth the size of the present issue. Its growth, if not phenomenal, has been in keeping with that of the district it serves. The *Times* is a member of the Canadian Associated Press and receives the same daily telegraphic news service as the larger dailies of St. John and Halifax, which is the same service in an abridged form, though containing all the essential news, as is received in Montreal, Toronto, Boston and New York. The *Times* was the first paper in Moncton and one of the first in the Maritime Provinces to have a telegraph wire leading into its own office, from which it received the news of the Associated Press simultaneously with the morning dailies in St. John and Halifax, and the sheets of telegraphic news hot from the wire are passed to the news editor in an adjoining room, by whom they are prepared for the linotype operators, and there the process of making a newspaper goes on continuously and without interruption.

CHANGED WITH NEW CONDITIONS

As mail facilities increased, publication of the Weekly Times was abandoned November 30th, 1901, and for the better service of our country readers, the Semi-weekly *Times* took its place. Owing to the increased costs of publication, the price of the Semi-weekly *Times* was advanced some time ago from $1.00 to $1.50 a year, while more recently the subscription price of the Daily *Times* was advanced from $4.00 to $6.00 a year for City delivery and from $2.00 to $3.00 through the mails. This advance of 50 per cent in subscription price does not nearly compensate for increased costs of publication, amounting to nearly 100 per cent., but the *Times* has just passed through the most prosperous years in its history, with a larger subscription list, larger street sales and advertising and job printing patronage at least 25 per cent. greater than in any previous year. It is only by increasing its general business and thus reducing the overhead expense as compared with the total revenue that the *Times* is able to make this showing in spite of the greatly increased costs of publication.

HOW THE PLANT DEVELOPED

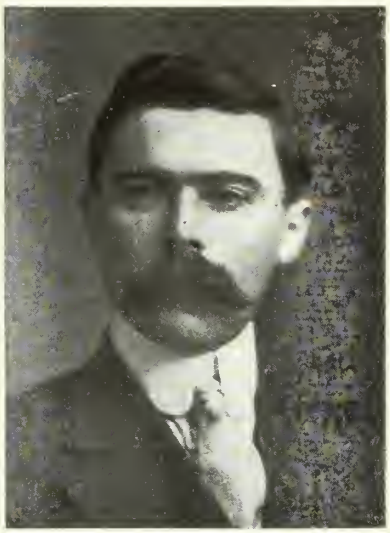
When the *Times* was established fifty years ago, its equipment consisted of a few cases of type and two hand presses, one of which was used for newspaper work and the other for job printing purposes. These presses had a capacity of not more than two or three hundred copies per hour and in the printing of the newspaper it was necessary to make two impressions, one of the first side of the four page sheet and the balance on publication day. A boy applied the ink to the type with a hand roller and as the completed paper was handed from the press, it was folded by another boy ready for mailing. As the business grew, a power press was introduced, but it was still worked by hand and it was some years before steam was used as a motive power. Instead of two or three rented rooms, as on its inception, the *Times* now occupies the whole of the building, three storeys with basement, with nearly ten thousand square feet of floor space. In the basement is the large modern web press, capable of turning out six thousand completed copies per hour of the Daily or the Semi-weekly *Times*, completely printed, folded and ready for mailing. There is also in

J. S. BOYD

Editor Moncton, N.B., *Times*.

the basement a modern cylinder job printing press for large posters and other heavy work, the balance of the room being occupied by the heating apparatus and for storage purposes. The ground floor contains the business offices, mailing room and stock room. Above are the editorial rooms, telegraph operating room and the news room, while the third floor is devoted to job printing, book binding and paper ruling. The plant embraces eight printing presses, paper ruling machine, wire stitcher and paging machines, paper cutters and other equipment found in a first class printing establishment. The equipment also includes three of the latest model linotypes. Steam as a motive power has been succeeded by elctricity, and the machinery is operated by seven electric motors.

The building is heated throughout by hot water, natural gas is used under the furnaces and type metal melting pots, and electricity and gas furnish the artificial light. The building has all the modern improvements and every



J. C. KEATING
Sec.-Manager Moncton, N.B., *Times*.

provision has been made for the comfort of the employees as well as for the economical use of labor.

A REAL SERVICE ROLE

In point of long service of its employees, the *Times* is able to make a very creditable record, as the following list from its pay roll will testify:

J. S. Boyd, Editor, 46 years of service.

Geo. W. Maddison, News Editor, 32 years of service.

J. C. Keating, Business Manager, 12 years of service.

Geo. Bedford, Pressman 35 years of service

Clifford Stultz, Foreman Job Department, 28 years of service.

Alfred White, Foreman Bookbinder, 34 years of service.

Clarence Wilson, Night Foreman, Newsroom, 11 years of service.

Daniel Shaw, Day Foreman, Newsroom, 32 years of service.

Wm. J. Murray, Asst. to Night Foreman, Newsroom, 30 years of service.

Harry O'Neil, Linotype Operator, 18 years of service.

Bertha Cuthbertson, Linotype Operator, 15 years of service.

Alice Shrieves, Job Department, 15 years of service.

Most of these employees entered the service in youth and have grown up with the business. Many other employees have been in the service for from five to ten years.

When the 'R' 'Opped for the 'C'

Granby *Leader-Mail*, Que.:—All the amateur proofreaders in town have been pointing out to us a slight error which crept into the account of a wedding in our last issue. An innocent little "r" getting into the place which rightfully belonged to a "c" made us say that a "delirious" wedding supper was served. The only explanation we have to offer is that the paper was got out under delirious conditions. It was while we were making up the last forms for the press that the news came which sent the whole continent into delirium—"The war has ended!" Our make-up man's attention was divided between doing his regular work, waving a French tri-color and singing "God Save the King." The pressman sat on the Stars and Stripes and whistled the "Marseillaise," while the office boy climbed the flag-pole to see if the aeroplane was coming. Even the machines went nutty. The linotype stood on its head while the presses fell down the elevator shaft. Really it was such a mix-up that we are glad nothing worse happened than the mixing of a menu at a marriage feast. But we got the paper out on time and when the roads get better we are going to reward the printers by taking them out to the home where the wedding was held to see if they have any of that "delirious" stuff left.

The Big Part Played by the Press

Much of the success of the Victory Loan campaign, which was concluded recently, is attributed to the fine co-operation of the press of Canada. Thousands of columns of free space were contributed by newspapers throughout the Dominion. It is estimated that these daily papers, alone, distributed free to their readers, during the campaign, over 200,000,000 individual pieces of Victory Loan publicity, according to the statement of the Dominion executive.

The publicity in the press was handled by the press itself, through the Canadian Press Association, Inc., working in close co-operation with the Dominion Publicity Committee. The work was in charge of a special executive committee consisting of the President of the Canadian Press Association, W. J. Taylor, of the Woodstock *Sentinel-Review;* George E. Scroggie, of the Toronto *Mail and Empire;* John R. Bone, of the Toronto *Star*, and manager of the Association, John M. Imrie.

In this connection the following telegram of appreciation was received by W. J. Taylor, President of the Canadian Press Association, from Sir Thomas White, Minister of Finance:—

"W. J. Taylor,
President Canadian Press Association,
Woodstock, Ont.

I desire to express to the Canadian Press Association and the newspapers generally throughout Canada my most earnest appreciation of their magnificent work in the Victory Loan. The wonderful success of the Loan was due in large measure to their splendid and untiring efforts during the whole campaign. To yourself, Mr. Imrie, Mr. Scroggie and Mr. Bone I offer my most sincere thanks and expression of appreciation.

W. T. WHITE,
Minister of Finance.

Bancroft *Times*:—All editors and owners of newspapers should fire any printer or proofreader who permits a typographical error to slip into the obituary column. In New York State a certain journal is now being sued because in an obituary notice the final words, "may he rest in peace," appeared as "may be roast in peace." The joke-smiths might call the compositor inspired, but the friends of the deceased evidently did not appreciate the joke; hence the impending lawsuit.

Belleville *Intelligencer*.—A remark casually uttered by a military officer in the Union Station at Toronto to a friend was republished in a city newspaper and is causing quite a controversy. The remark was not for publication and there was no good reason why it should have been published, except as a contribution to the gossip tendencies of metropolitan newspapers. The remark in question referred to the Mayor of Toronto and elicited a three-column article in another newspaper in defence of the Mayor and not complimentary to the military officer who is said to have made the remark. Newspaper reporters should be above reporting casual remarks assuredly not intended for publication and carrying an entirely different meaning in cold type than intended by the speaker. Just such incidents as this help to bring the newspaper profession into disrepute and make public men look upon reporters for metropolitan newspapers as a species of plague in whose presence it is unsafe to say anything but "Good day. Good-bye." The real newspaper man forgets far more than he commits to copy, in the interest of good taste and descency, and the latter day feverish hunt for the sensational in news gathering is unworthy of the higher ideals of journalism.

New Premises of the Norris-Patterson Agency

No Detail Overlooked in New Quarters

THE accompanying views show the new headquarters of the Norris-Patterson, Limited, Advertising Agency at 10 East Adelaide Street, Toronto. The larger illustration represents the geenral offices, while the smaller one is of the private room of the president of the company, J. P. Patterson. The new premises, beautifully appointed and handsomely furnished, occupy half of the ground floor of a large, modern, fireproof building situated right in the heart of the city's activities, a few steps from the corner of King and Yonge Streets. Ample light and ventilation, "elbow room" and up-to-date equipment—all important aids to efficiency—provide sufficient accommodation for new business for some years to come.

Among other advantages are two large vaults to assure the protection of cuts, original documents and other property that may be entrusted to the firm's care. In point of appearance, too, the offices are noteworthy. The cream-tinted walls, pillars and ceilings, relieved with classic Greek ornamentation, form a pleasing contrast to the dark rich coloring of the woodwork and furniture finished in dull mahogany. Separate from the main offices are the rooms of the executive staff, copy and plan department, and checking and filing department. Privacy is secured by the use of plate glass partitions. An unusually high ceiling gives a highly impressive effect of dignity and spaciousness to the place.

The president and general manager of the agency, Mr. J. P. Patterson, has surrounded himself with a highly capexecutive staff. They include Miss L. McLean, secretary-treasurer; Mr. E. M. Carleton, account manager; Mr. Wm. Cox, account manager; Wm. F. Ralf, copy writer; Wm. G. Colgate, copy writer; Miss V. McDougall, space buyer; Chas. A. Mayo, manager of checking and forwarding department.

Some of the most prominent national and international advertisers have their campaigns conducted by the Norris-Patterson Agency, Shredded Wheat, Monarch Knitting, Waltham Watch, Steele Briggs, Old Dutch Cleanser, E. W. Gillette, Gossard Corset, Williams Piano, Canadian Chewin Gum, Brunswick Phonographs, Pedlar People, A. R. Williams Machinery and other well-known advertising campaigns are handled by the Norris-Patterson Agency.

Private office of Mr. J. P. Patterson, president, Norris-Patterson, Limited.

PRINTER AND PUBLISHER wishes to take this opportunity of congratulating the Norris-Patterson Agency upon its success. May this enterprising force in the business realm of Canada continue to prosper in its new offices, which rank among the most handsome in America.

New general offices of Norris-Patterson, Limited, advertising agency, Toronto.

THE OTHER PUBLISHERS' BUSINESS

Special Advertising, Circulation and Editorial Plans

The Smithville *Review* gives notice that its subscription price changes from $1 to $1.50.

The *Border Cities Star* has concluded a subscription contest, with results quite satisfactory.

The Burk's Falls *Arrow* has given up the $1.50 per year rate and is selling now at the old price of $1.

The Quebec *Telegraph* has changed its subscription price to $5 per year, or two cents per copy. The change was made November 11th.

H. E. Derrett has taken over the Pincher Creek (Alberta) *Echo*, on lease, from E. T. Saunders. Mr. Derrett has been connected with the paper for the past eight years.

The *Herald*, of Cupar, Sask., gives notice in a page ad. that at the first of the year it will increase its price from $1.50 to $2 per year. Increased costs are given as the reason.

Following the example of the Quebec *Chronicle* three other Quebec newspapers, the *Telegraph*, *Le Soleil* and *L'Action Catholique*, have increased their prices two cents. *L'Evenement* is now the only daily paper in Quebec selling at one cent.

The Sarnia *Observer* has increased its subscription rates. The following is the new price: Daily, 12c per week by carrier; $4 a year by mail in Canada or Great Britain; United States, $5; weekly, $1.50 a year in Canada; $2 in United States and other countries. These rates are payable yearly in advance.

The Winnipeg *Free Press* has a musical supplement of ten pages in a recent issue. Local musicians have contributed articles and given vent to their feelings regarding Winnipeg's greatest musical need. The advertising patronage is very satisfactory, large space being sold to dealers in all kinds of musical goods, etc.

The Ontario *Reformer*, published by the Reformer Printing and Publishing Co. of Oshawa, has installed a Cox Duplex press. This is quite a step in advance for their equipment. Whether the *Reformer* is shaping up for a daily, we don't know. Speaking of the matter Mr. Mumdy remarked: "Of course, this is a daily paper equipment, but we have not yet decided on the printing of a daily paper, but are ready to do so at such a time as we think conditions warrant. Being the only paper published in Oshawa now we wish to give an efficient newspaper service to the citizens of the town and surrounding territory. We do not know of any other weekly newspaper office in Canada using a duplex press."

The St. Thomas *Times-Journal* has installed a new press. It is, according to description, a 24-page straight-line, three-deck Hoe newspaper press, which reels off four, six, eight, ten or twelve-page papers at the rate of 24,000 per hour, and 14, 16, 18, 20 or 24-page editions at 12,000 an hour. Three rolls of newsprint feed into the machine, which is one of the newest models in use. Forty-four distributing rollers supply the ink and the productions of the complete newspaper is so fast (400 per minute) that none but a mechanical counter can be relied upon.

Bolton *Enterprise*:—Commencing December 1st a small charge will be made for all announcements of coming events appearing in the *Enterprise*. We have been forced to make this charge owing to the steadily increasing cost of producing the paper. The rate will be one cent per word each insertion for all notices of church services, Red Cross meetings, lodge and society meetings, concerts, etc. These notices will appear under a separate heading on our front page. The same charge of one cent a word will also be made for obituary notices and poetry. We are also making a slight change in the price of small ads., such as for sale, to rent, lost, found, strayed, card of thanks, etc. The rate for these will be one cent a word with a minimum charge of twenty-five cents in each case. The rate for birth, marriage and death notices will be fifty cents.

The following rate cards are being sent out by the *Confederate Representative* of Mt. Forest:—

DISPLAY CONTRACTS

Advertising Rates

Inches.	12 Months.	6 Months.	3 Months.	1 Month.	1 Week.
½	$4.00	$3.00	$2.00	$1.00	$0.25
1	6.00	4.00	3.00	1.50	.50
2	12.00	7.00	4.00	3.00	1.00
3	18.00	10.00	6.00	4.00	1.50
4	24.00	14.00	8.00	5.00	1.85
5	30.00	17.00	10.00	6.00	2.25
6	36.00	20.00	12.00	7.00	2.50
7	42.00	25.00	15.00	7.50	2 75
8	48.00	30.00	16.00	8.00	3.00
10	60.00	35.00	20.00	10.00	3.50
12	72.00	40.00	24.00	11.00	4.00
16	96.00	50.00	30.00	12.00	5.00
20	120.00	65.00	35.00	15.00	6.00
25	150.00	80.00	45.00	20.00	7.00

Special Large Display

	Once.	Twice.
Full Page, 150 inches	$24	$36
Half Page, 75 inches	16	24
Quarter Page, 38 inches	10	16

Reading notices among local news—10 cents per line, first insertion; 5 cents each subsequent insertion; 6 words to a line. Minimum charge, 25 cents.

All advertising subject to the approval of the publisher.

Special Positions

1. Top of first page, 50 per cent. extra.

2. Isolated position, apart from all advertising, 33 1 3 per cent. extra.

3. First page or top of page and alongside reading matter, or following and alongside reading matter, 25 per cent. extra.

4. Top or foot of page, but not necessarily adjoining reading matter or any other fixed position, 15 per cent. extra.

Special Advertising

Annual statements of banks and other financial corporations, whether having ordinary contracts or not—27 cents per inch.

Political and election advertising—27 cents per inch.

Contract readers—5 and 3 cents per line. Minimum 25 cents.

Legal, municipal and government advertising—10 and 5 cents per line.

FOREIGN RATE CARD

Size of Paper, etc.: Paper set in 8 and 10-pt.; 7 columns to page; columns 21¾ inches long and 13 ems wide; number of pages 4, all home print; set by linotype in 8-point.

Subscription Rates—$1.00 per year in advance; $1.50 if not so paid.

Display Contracts—Plate Matter

Run of paper; alongside reading matter; space to be used at option of advertiser within one year; nonpareil measurement, 12 lines to inch. Plate matter rates will apply only when complete plates requiring no composition or alteration are supplied.

1 inch and over.....40 cents per inch
10 inches and over.....30 cents per inch
50 inches and over.....25 cents per inch
100 inches and over.....16 cents per inch
200 inches and over.....12 cents per inch

Composition—Display matter requiring to be set—3 cents per inch per insertion additional on plate matter rates. Brief mortice or foot signatures set free.

Reading Matter requiring to be set three times display plate matter rates.

All advertising subject to the approval of the publisher.

Condensed Advertisements

Two cents per word for first insertion and one cent per word for each subsequent insertion. Minimum charge 25c.

The Halifax *Herald*, on getting out extras on the abdication of the Kaiser found it impossible to get train service to distribute their papers as all the railway lines running into Halifax are utilized on Sunday for military purposes, no trains leaving there until late on Monday. In order to serve the people, the *Herald* chartered two special trains to cover the province with our edition containing the announcement of the abdication of the Kaiser. Considering the fact that one train made a run in one direction of 300 miles, readers can gain some idea of the expense.

Thompson & Son, of the *Thorold Post*, write PRINTER AND PUBLISHER as follows: It may interest some fraters to learn about a home-trading campaign which is being promoted to some extent among the smaller papers. The promoter in this district was H. Anderson of Buffalo, who had apparently been working the scheme throughout the States, and it seemed good. The contracts were not large, and the idea as a local educational movement was commendable. Our business community went into it almost unanimously, and so far, after three months, it has fully sustained itself. Any trouble we have had has been among a few aliens, who find it hard to understand some things. But there has been no trouble worthy of note, no particular aftermath, except in one respect, which is preventable, and on this point we write to warn any who go into it, whether by arrangement with Mr. Anderson or someone else. We have four banks, and the contracts were printed making the amounts all payable at the bank where we deal. This was the one mistake we made. Many of the signers expected the contracts to be presented at their own banks, as drafts, while the bank regarded them as notes, and did not send them around. This made some difficulty, throwing on us the work of collecting, which should have been done automatically, according to the proposition of the promoter. Had the contract had a blank left in it for the name of the bank, the different banks being written in as said, it would have been very much better. This may be a valuable hint.

U. D. Euler Buys Share in Paper

W. D. Euler, M.P., of Waterloo, has purchased the interest of the John Rittinger Estate in the "Ontario Journal" at Kitchener. At a meeting of the directors Mr. Euler was elected vice-president of the company. The "Ontario Journal," referring to the change, says it will continue as heretofore.

It states: First of all, it will give the real news, without fear or favor. It will not hide or suppress the things that people ought to know. This country has had enough of that.

It will be Canadian first, last and all the time. Its aims will be to develop a sane and truly national sentiment, to unite and not to draw apart the diverse elements of our population.

It will have politics, but no party politics. It will be independent in its discussion of public affairs and sincere in advocating what it considers right in the interests of the Canadian people. It will condemn cant, hypocrisy and bogus patriotism, and the exploiting of the common people wherever it sees these things.

Montreal Situation

St. John *Standard*:—The Montreal *Herald* has passed into the hands of receivers because the cost of publication had increased to such an extent that expenditures could not be met from advertising and subscription revenues. During the past few years Montreal has seen many changes in newspaper circles, and it is not so very long since the *Daily Witness*, one of the largest and most highly esteemed publications in all Canada, reached such a condition that in order to continue in any form at all it was amalgamated with the *Herald*. The *Telegraph*, which was the outcome of certain other changes, also lost its identity and went out of existence. Because of the campaign for another afternoon English paper, which was to run in competition with the *Star*, funds were raised and the Montreal *Mail* and *News* were established, the former a morning newspaper and the latter an evening paper under the management of M. E. Nichols and B. A. MacNab. They had a strenuous but brief life, and both went broke. Thus, four English daily papers have been forced out of business by excessive operating costs and reduced revenue in a comparatively few years, leaving in the evening field only the *Star* and in the morning the *Gazette*, both of which are very prosperous financially and otherwise. How many of the rest of us have managed to hang on with conditions as they are is surprising, even to ourselves, for a newspaper that has come through the past four years and still manages to make both ends meet is one, which, by this evidence alone, is entitled to, and enjoys, the esteem of the community in which it circulates.

A meeting of creditors of The Herald Company, Montreal, Limited, in liquidation, was held in the Practice Division of the Superior Court, when a motion was submitted by the attorneys representing the creditors, asking for the appointment of a liquidator and inspector. Mr. Justice Duclos granted the motion and the following appointments were made: Liquidator, J. L. Apedaile. Inspectors, Hugh MacKay, K.C., the largest bondholder; J. W. Cook, K.C., representing the shareholders; H. McCulloch of the Merchants Bank; Arthur Cross of P. S. Ross & Sons, and C. D. Cornell of the Prudential Trust Company. Markey, Skinner & Hyde were the attorneys representing the creditors.

Brantford *Expositor*:—The Ottawa *Journal* administers a strong rebuke to J. R. Booth, the well-known Ottawa lumberman and multi-millionaire, who refuses both the increase in wages and the arbitration asked for by several hundred men in his employ who have been engaged in the manufacture of newsprint. . . . Nor should he forget that as a paper manufacturer he is responsible, with his fellows in the combine, for the recent boost in the price of newsprint, which the reading public is being called upon to pay, and that the excuse for the increase is the extra cost of labor, etc., at the mills. If there has been such increase it is evident that Mr. Booth's employees have not received the benefit.

Rossland Miner Says Farewell

The Rossland, B.C., *Miner* of November 16, said:—

With this issue the *Miner* will cease to publish as a daily newspaper.

However much we dislike to make this decision, conditions in the publishing business in Rossland will not warrant the continuance of a daily paper longer, although we hope when conditions become normal again, which appear to be in the offing, that the *Miner* will be given the support that will justify the publication of a daily.

There should be a community interest displayed towards the home paper, but we regret to say that has not been the spirit of many who are, or should be, interested in the welfare of Rossland and themselves through generously patronizing such a publication as we have been maintaining, a daily paper, and a publication which no other town the size of Rossland, anywhere, enjoys.

Advance in paper costs, telegraph tolls, press reports, because of the war, together with government rulings regarding giving credit to subscribers, enter largely into our decision to cease issuing a daily edition.

Rossland will not be without a paper, however, for it is our intention, beginning Saturday, November 23, to begin the publication of the Rossland *Saturday Night Miner*, which publication will carry all the news of the world for the day and until late at night and all the week's business, mining, local, social and other news carefully prepared, as well as added features, the idea being to cover a field not now served by any other publication.

The price of the new paper served by our present carrier service, will be $2.50 per year delivered to homes in Rossland or by mail any place in Canada; $3 per year to United States points; 5 cents per copy.

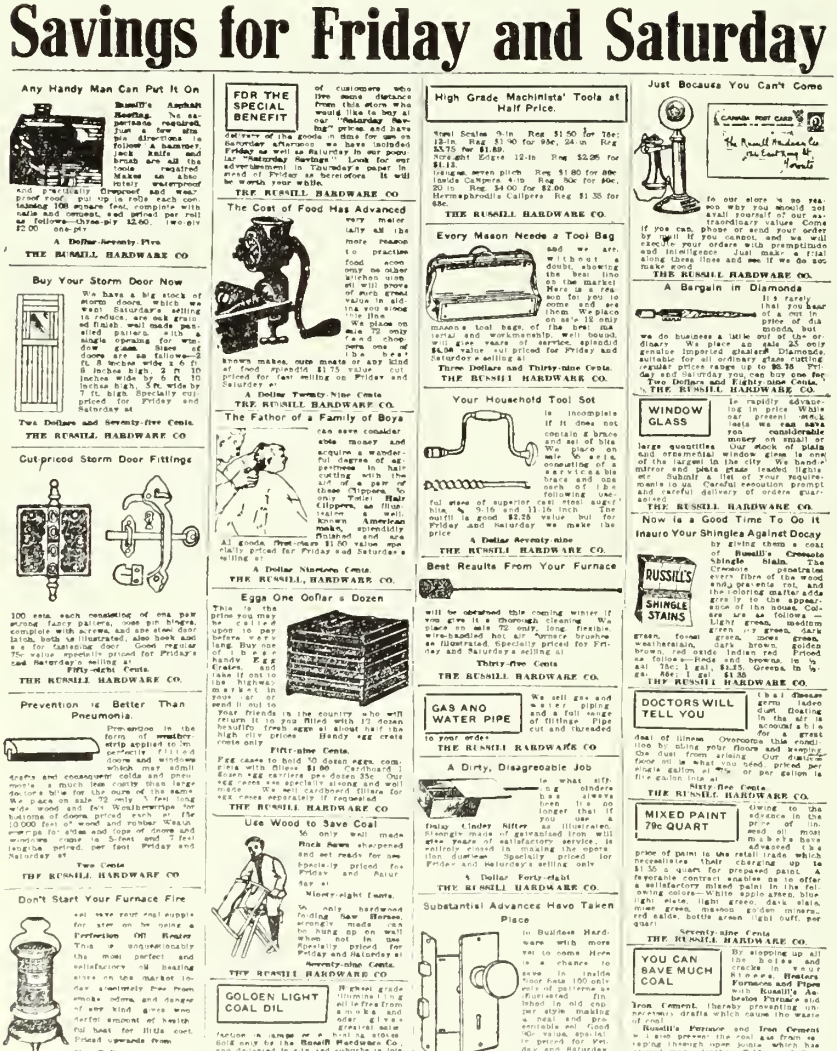
Specific Instead of General Appeals

Advertising that Means More Business

THE day of the general advertisement is almost a thing of the past. The advertiser content with a simple announcement that he is in business still is becoming a scarce article in the wide-awake community. For a long time the papers were slow to see the advantage of this drift. In fact in many cases they combated it. It is not so very long ago that an advertiser who wanted half a page had to serve notice the summer before, and when he began to arrive with the documentary evidence of his intentions there was consternation in the office. The old cigar boxes were emptied of quads and leaders. The riglets were sawed to special lengths, and there was the deuce to pay. And if he wanted to run that space for a month and change it every week he was promptly hit on the head with the big press and carried back to his store on a shutter.

It is an actual fact that for years publishers frowned upon the idea of advertisers changing their copy frequently. Of course, there were few machines to assist with composition then, and this may have had something to do with the attitude of the papers, but apart from that there are many cases where the advertiser has had to lead the paper instead of the paper jumping in and being the drum major of the procession for better things for himself and his advertisers.

Hardware stores in the smaller centres should be helped by the publishers to cash in on the ideas that are developed and worked out by the dealers in the larger centres. On these pages there are two well displayed ads. There are several points in these announcements that may be adopted profitably by other hardware firms in making up their copy. Note especially that everything offered is timely, that each article is attractively illustrated and that the price of everything is given in prominent figures. These ads. are well balanced and well arranged. The announcements talk to people, instead of at them, and there is a big difference in this. Note that in both ads. the impression is conveyed without ever saying it that in both of these stores prospective buyers will not only find a complete stock of quality goods, at the right prices, but are assured of service. In the Russell Company's ad. note the appeal to customers in the country and the manner in which they are assured of every attention if they order by mail or by telephone.


Savings for Friday and Saturday
Any Handy Man Can Put It On
Russell's Asphalt Roofing. No experience required. Just a few simple directions to follow. A hammer, tack knife and brush are all the tools required. Makes an absolutely waterproof and practically fireproof roof. Put up in rolls each containing 108 square feet complete with nails and cement, and priced per roll as follows—three-ply $2.60. Two-ply $2.00 one-ply
A Dollar Seventy-Five
THE RUSSELL HARDWARE CO
Buy Your Storm Door Now
We have a big stock of storm doors, which we want Saturday's selling to reduce. We have oiled finish well made panelled stylers, with a single opening for window glass. Sizes of doors are as follows—2 ft. 8 inches wide x 6 ft. 6 inches high, 2 ft. 10 inches wide by 6 ft. 10 inches high, 3 ft. wide by 7 ft. high. Specially cut priced for Friday and Saturday at
Two Dollars and Seventy-five Cents.
THE RUSSELL HARDWARE CO
Cut-priced Storm Door Fittings
100 sets, each consisting of one pair strong fancy pattern, wide pin hinges, complete with screws and one door latch, both as illustrated, also hook and eye for fastening door. Good regular 75c value specially priced for Friday and Saturday's selling at
Fifty-eight Cents.
THE RUSSELL HARDWARE CO.
Prevention is Better Than Pneumonia.
Pre-season in the form of weather strip applied to the perfectly fitting doors and windows which may admit drafts and consequent colds and pneumonia, a much less costly thing than doctors' bills for the cure of the same. We have on sale 75 only 5 feet long wide wood and felt weatherstrips for bottoms of doors, priced each, or for 10,000 feet of wood and felt weatherstrips for sides and tops of doors and windows, made in 5-foot lengths, priced per foot Friday and Saturday at
Two Cents
THE RUSSELL HARDWARE CO
Don't Start Your Furnace Fire
without your coal supply for ever on by using a Perfection Oil Heater. This is unquestionably the most perfect and satisfactory oil heating stove on the market today, absolutely free from smoke, odors, and danger of any kind, gives wonderful amount of healthful heat for little cost. Priced upwards from
Six Dollars and Fifty Cents.
THE RUSSELL HARDWARE CO
FOR THE SPECIAL BENEFIT
of customers who live some distance from this store who would like to buy at our "Saturday Savings" prices and have delivery of the goods in time for use on Saturday afternoon we have included Friday as well as Saturday in our popular "Saturday Savings." Look for our advertisement in Tuesday's paper instead of Friday as heretofore. It will be worth your while.
THE RUSSELL HARDWARE CO
The Cost of Food Has Advanced
very materially all the more reason to practise economy. Food economy can be aided by a good kitchen utensil will prove of much greater value in aiding you along the line. We place on sale 75 only food chopper, one of the best known makes, cuts meats of any kind of food, splendid $1.75 value, cut priced for early selling on Friday and Saturday at
A Dollar Twenty-Nine Cents
THE RUSSELL HARDWARE CO.
The Father of a Family of Boys
can save considerable money and acquire a wonderful degree of adeptness in hair cutting with the aid of a pair of Child Clippers. So only Three Hair Clippers, as illustrated, a well-known American make, splendidly finished and are all goods. Priced-cutters specially priced for Friday and Saturday's selling at
A Dollar Nineteen Cents.
THE RUSSELL HARDWARE CO.
Eggs One Dollar a Dozen
This is the price you may be called upon to pay before very long. Buy one of our handy Egg Crates, and take it only to the highway market in your car or send it out to
Your friends in the country who will return it to you filled with 12 dozen beautiful fresh eggs at about half the high city prices. Handy egg crate costs only
Fifty-nine Cents.
Egg cases to hold 30 dozen eggs, complete with fillers $1.00. Cardboard 30-dozen egg carriers, per dozen 35c. Our egg cases are specially strong and well made. We sell cardboard fillers for egg cases separately if required.
THE RUSSELL HARDWARE CO
Use Wood to Save Coal
We only well made Buck Saws sharpened and set ready for use. Specially priced for Friday and Saturday at
Ninety-eight Cents.
We only hardwood folding Saw Horses, strongly braced so they hang up on wall when not in use. Specially priced for Friday and Saturday at
Seventy-nine Cents.
THE RUSSELL HARDWARE CO
GOLDEN LIGHT COAL OIL
Highest grade illuminating oil refined free from smoke and odor, gives a general satisfaction in lamps or stoves. Sold only by the Russell Hardware Co., and delivered in city and suburbs in lots of five gallons or more at
A Dollar Thirty-five
THE RUSSELL HARDWARE CO
High Grade Machinists' Tools at Half Price.
Steel Scales 6-in. Reg. $1.50 for 75c; 12-in. Reg. $3.90 for 95c, 24-in. Reg. $5.75 for $1.89.
Straight Edge 12-in. Reg. $2.25 for $1.15.
Inside and Outside Calipers 4-in. Reg. 50c for 25c; 20-in. Reg. $4.00 for $2.00.
Hermaphrodite Calipers. Reg. $1.35 for 65c.
THE RUSSELL HARDWARE CO.
Every Mason Needs a Tool Bag
and we are, without a doubt, showing the best line on the market. Here is represented by a full assortment of tools, which will give years of service, splendid $4.00 value, cut priced for Friday and Saturday's selling at
Three Dollars and Thirty-nine Cents.
THE RUSSELL HARDWARE CO.
Your Household Tool Set
is incomplete if it does not contain a brace and set of bits. We can sell you one consisting of a nickel-plated brace and nine bits as follows—
full set of superior cast steel auger bits, 4, 5-16 and 11-16 inch. The outfit is good, $2.25 value, but for Friday and Saturday we make the price
A Dollar Seventy-nine
THE RUSSELL HARDWARE CO.
Best Results From Your Furnace
will be obtained this coming winter if you give it a thorough cleaning. We place on sale 72 only, long flexible wire-handled hot air furnace brushes, as illustrated, specially priced for Friday and Saturday's selling at
Thirty-five Cents
THE RUSSELL HARDWARE CO.
GAS AND WATER PIPE
We sell gas and water piping, and a full range of fittings. Pipe cut and threaded to your order
THE RUSSELL HARDWARE CO
A Dirty, Disagreeable Job
is what stiff, clogged cinders have been. It's no longer that if you use a Friday Cinder Sifter, as illustrated. Strongly made of galvanized iron, will give years of satisfactory service, is easily rinsed in making the operation, dustless. Specially priced for Friday and Saturday's selling only
A Dollar Forty-eight
THE RUSSELL HARDWARE CO.
Substantial Advance Have Taken Place
in Builders Hardware with more to follow, so there is a chance to save in inside door fittings. 100 sets of patterns illustrated finished in old copper, style making a neat and presentable set. Good value, special, in pairs for Friday and Saturday per set at
Fifty-nine Cents
THE RUSSELL HARDWARE CO
Just Because You Can't Come
to our store is no reason why you should not avail yourself of our extraordinary values. Come if you can, phone or send your order by mail if you cannot, and we will execute your orders with promptitude and intelligence. Just make a trial along these lines and see if we do not make good.
THE RUSSELL HARDWARE CO.
A Bargain in Diamonds
It is rarely that you hear of a cut in price of diamonds, but we do business a little out of the ordinary. We place on sale 25 only genuine imported diamonds, suitable for all ordinary glass cutting, regular prices range up to $5.75. Friday and Saturday you can buy one for
Two Dollars and Eighty-nine Cents.
THE RUSSELL HARDWARE CO.
WINDOW GLASS
is rapidly advancing in price. While our present stock lasts we can save you considerable money on small or large quantities. Our stock of plain and ornamental window glass is one of the largest in the city. We handle mirror and plate glass leaded lights, etc. Submit a list of your requirements to us. Careful execution prompt and careful delivery of orders guaranteed.
THE RUSSELL HARDWARE CO.
Now is a Good Time To Do It
Insure Your Shingles Against Decay
by giving a coat of Russell's Creosote Shingle Stain. The Creosote penetrates every fibre of the wood and by preserving the coloring matter adds greatly to the appearance of the house. Colors are as follows—
Light green, medium green, dark green, moss green, weathergrain, dark brown, golden brown, red oxide, Indian red, cedar. Prices are as follows—Pints and browns, in ½ gal. 75c; 1 gal. $1.25. Greens, in ½ gal. 85c; 1 gal. $1.35.
THE RUSSELL HARDWARE CO.
DOCTORS WILL TELL YOU
that disease germs laden dust floating in the air is accountable for a great deal of illness. Overcome this condition by using your floors and keeping the dust from arising. Our dustless floor oil is what you need, priced per single gallon at 75c, or per gallon in five gallon lots at
Sixty-five Cents.
THE RUSSELL HARDWARE CO.
MIXED PAINT 79c QUART
Owing to the advance in the price of linseed oil most mixed paints have been advanced 15c per gallon, but we have not advanced the price of paint in the retail trade which necessitates their charging up to $1.50 a quart for prepared paint. A favorable contract enables us to offer a satisfactory mixed paint in the following colors—White apple green, blue, light slate, light green, dark slate, olive green, mansard, golden mineral, red oxide, bottle green, light buff, per quart
Seventy-nine Cents
THE RUSSELL HARDWARE CO.
YOU CAN SAVE MUCH COAL
By stopping up all the holes and cracks in your stoves, Hearth, Furnaces and Pipes with Russell's Asbestos Furnace and Iron Cement. It also prevents the soot from escaping through open joints, which has caused many deaths. Friday and Saturday's special—A can holding about 3 lbs. for 10 cents, or a 1 lb. can for
Fifteen Cents
THE RUSSELL HARDWARE CO
Intelligent Service | The RUSSELL HARDWARE Co., 126 KING ST. EAST | Prompt Delivery

The argument may be advanced that the ads. written by the Russell people, for instance, are highly illustrated, and the work of a special advertising department. Quite true, and all the more reason why the advertiser in the smaller place should take advantage of the knowledge and work of the advertising specialist of this firm. The small cuts used are not expensive. They can be secured for 20 cents each, mounted on wood, and a hardware advertiser at a very modest outlay could provide himself with an array of material that would build attractive display work for many weeks to come. The average office need not be afraid of the work on this style of an ad. from a mechanical standpoint. If machine composition is used, and it is in many of the places where stores large enough for this class of work are located, it is an easy matter to run around the cuts. In fact, the cuts and copy could be handed to the operator. He could treat the cuts as initial letters, and run down his ETAOIN or SHRDLU and never lock over his jaw or change a liner.

The deeper the advertiser goes into the matter the more he becomes interested. The more interested he is the better the work he will demand, and the result will be a better-looking paper and more space. Not only so, but this business of special advertising is contagious. It has been demonstrated that where one store starts it in a community, others

are sure to follow. The value of special and intensive publicity is demonstrated right in their midst and they are going to follow the man who has made the break and succeeded.

Cultivate the advertiser who is willing to learn. Don't tell him that you are cramped for capacity. Get his copy in good time, and give him a good ad. If your circulation is any good and his values are right, he will get results and so will you.

Good Typography

To the student of good typography this series of "Chocolatta" advertisements should prove instructive. What are the commendable points seen in them? Harmony, balance and effective use of white space, we should say. Note the pleasing effect obtained by the use of a border harmonizing with the main line of display, "Chocolatta." There is no display line at the foot of these ads, but the border design and the manner in which the conclusion of the ads are set up overcomes what would ordinarily prove a weakness and in place gives a splendid balance. Appropriate illustrations, too, harmonize with the border. Probably

When friends
When
Children Enjoy It
—and it's good for them
SEND the kiddies off to school fortified against the day's tiring study and strenuous play.
CHOCOLATTA
add boiling water and serve
Chocolatta is the most nourishing drink you can give them. A perfect combination of three needed foods—chocolate, milk and sugar in the form of a soluble powder. Soothes the tired brain, nourishes the body, repairs wasted strength—a wholesome and delicious food-drink easily prepared.
Grown-ups like Chocolatta as much as children do, and it's just as good for them. Everybody should drink Chocolatta for health's sake.
Get Chocolatta from your grocer
In the convenient khaki tins.
Army Canteens, Restaurants, Military Hospitals, Institutions and Schools are invited to write for free sample of this economical, nourishing food drink.
Nutrient Food Company, Toronto.

these advertisements would even appear more harmonious had the display lines at the beginning been hand-lettered to conform to the border and the word "Chocolatta."

The judicious use of white space permits the message to stand out, too. There is a daring but commendable use of it at the top of two of these ads and it gives the message in each case an advantageous start and eliminates a possible monotony of white space if the headings had been placed the same distance from the border as the rest of the reading matter.

These advertisements are the product of the R. C. Smith Advertising Agency, Toronto, and were prepared by E. Pond.

Serious Shortage of Newspaper

A despatch from Niagara Falls said: "The only newspaper published in this city, "The Evening Review," faces a paper famine. It has not paper supply for longer than two weeks, and though the publisher has made efforts to get paper all over the country, he has failed. In its issue of last night, "The Review" says: "Our Paper Controller promised us a supply of paper, but there is no sign of a supply forthcoming. Our supply will last two weeks only, and that is why 'The Review' to-day is reduced to four pages—the same size as the papers in Paris, France." In Thorold, Welland county, are the Ontario Paper Mills, which cost $2,000,000 to build. Hundreds of tons of paper are turned out from these mills daily, and every pound goes to the United States. The Ontario Paper Mills are owned by the Chicago "Tribune," and, it is said, the "Tribune" uses all the output. The paper is all made from Canadian pulp. Many people in this district, who know the true state of affairs, wonder that the Canadian Government does not take steps to stop the exportation of paper in view of its serious scarcity in Canada.

Good Land! Was That a Holiday?

From the Yellow Grass (Sask.) "Herald":—There was no issue of "The Herald" last week as was expected, and thereby hangs a tale. As stated in our issue of Oct. 31, the editor took a holiday, needing a rest and expected to be away only a week. By the courtesy of the C.P.R., we took ourself, wife and child to Oakville, Manitoba. Upon arrival there, friend wife got in the fashion by taking a dose of the prevailing flu. At the same time her daughter, Ora, was taken sick. This meant a quarantine of the house and its inmates. So there we were, several hundred miles away from home and business. The sick ones recovered rapidly, but the health officer (evidently new to his business) kept us cooped up several days longer than was necessary, and would not even let the editor be disinfected and leave for home by himself, as is generally done by health officers in other places with other people in like circumstances. Oakville was not quarantined, and its health officer had no justification in acting the way he did. We returned home last Friday night, too late to issue last week's "Herald."

Ultimate, If Not Quick Results

Norwood "Register":—The far-reaching effect of an advertisement in "The Register" came to our notice a short time ago.

Early last summer one of our local clergymen, while out driving, lost his overcoat. He never missed it until this fall when the chilly weather reminded him of the need of a top coat. He hunted the house from top to bottom, but without success. A man in town when going to his work on the Hastings Road last June found the coat and advertised it in "The Register" at the time. But the clergyman had not discovered his loss and of course paid no attention to the advertisement. One day after the chilly fall weather began to remind him of his need, he happened to say something about it to a lady member of his congregation who told him that while she was visiting in Algoma last summer she saw an advertisement in "The Norwood Register" of an overcoat that had been found. The clergyman at once came to "The Register" office to make inquiries. "Yes," we said, "Robt. McNeely found a coat the latter part of June last and advertised it in 'The Norwood Register' in July." The clergyman went to Mr. McNeely and had no trouble in getting his coat. This shows that though the results of advertising may not always be seen immediately, it eventually finds its mark. Moral: "Cast your bread upon the waters." Advertise.

No Censorship on News Stories

The most important announcement that has yet been made in connection with the official plans for the peace conference has come. It was that there would be absolutely no censorship on the news which the American newspaper correspondents send back home. At the personal request of President Wilson, both the British and French Governments will entirely relax all censorship on all American newspaper despatches telling of the deliberations. Furthermore, to facilitate the transmission of news to this country, the Government through its recently acquired control of the cable lines will give news a preference in transmission second only to Government official business. News will take preference over all commercial business on the cable lines.

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - - - - Business Manager
A. R. KENNEDY - - - - - - - - - Editor

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $2 a year; United States, $2.50 a year; other countries, $3 a year. Single copies, 20 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING COMPANY
Established 1887 Limited

JOHN BAYNE MACLEAN - - - - - President
H. T. HUNTER - - - - - - Vice-President
H. V. TYRRELL - - - - - General Manager
T. B. COSTAIN - - - General Managing Editor

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address: Macpubco, Toronto; Atabek, London, Eng.
Also at Montreal, Winnipeg, New York, Chicago, Boston, London, England

VOL. 27 PRINTED AT TORONTO, DECEMBER, 1918 No. 12

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Two Kinds of Censorship

THERE may be a few remnants of the censorship remaining at Ottawa, but for the most part the censorship rule has been removed.

Canadian papers may imagine that they are free from censorship regulations when Ottawa relaxes. Would that they were!

There is a censorship in many cases more dangerous than any that could come from Ottawa, and that is the censorship of the business office over the editorial department.

In other words, the necessity of making a living and making a paper pay is becoming greater than the upholding of clear, strong principles, and speaking fearlessly upon any matter, regardless of who or what may be injured.

Of course, any paper will plead "Not guilty" to any such charge. But don't be too sure. Don't fool yourself into thinking that your editorial columns are as fearless as you would have the public regard them.

The pressure that is being exerted upon the press to-day is enormous. It comes at a time when papers need money.

Better a thousand times over go down and have the bailiff nail his sign across your office door than allow your editorial department to come under the domination of dollars and cents.

The Official Record Should Quit

THE official United States Bulletin has been mailed to a large list in Canada and United States free of charge since the publication of that journal was commenced. Now the Department of Public Information finds that the cost of publication is so great that they are going to cut down the list and make it a paid circulation, and notices are being sent out to the public for this purpose. The U.S. *Bulletin* will go out now for $5 a year.

Is there any reason why the same acid test should not be applied to the *Canadian Official Bulletin* that is being sent out to a select list now and paid for by the public at large. Of recent weeks the English-speaking section of the country has been bombarded with a French edition of this wonderful Ottawa creation. It cavorts under the title of *Bulletin Officiel Canadien.*

The publishing public will agree with the first syllable, "Bull."

These English and French editions are not serving any good purpose. They are simply rehashing stuff that the papers have had ahead of them, or giving in full a lot of detail that papers will not be bothered with.

It is not serving any good purpose. On the other hand it is costing a lot of money to get it out, and it is making an increased call on the stock of paper in the country, which the publishers, who are paying their way, are asked to conserve.

The *Canadian Official Record* is supposed to charge $2 per year for the paper, or it will send along the *Bulletin Officiel Canadien* six months for $1. These two look much the same. Careful figuring will show that $2 per year is the same as $1 for six months, and the *Officiel Canadien* is much the same as the *Official Record.* It all depends on where the poll tax collector catches you.

It would be interesting to know how many people at present are paying $2 per year for the *Official Record.* In fact we'd like to get a list of these people. We know a number of men who sell oil stocks and mining shares, and they're always much pleased to receive a list of people who are easily pried away from their world anchorage.

The press of the Dominion would be perfectly justified in sending a big man to Ottawa to step on the *Official Record.* If it had to stand on its own legs it would die, so why should the public be called upon to keep the props under the thing any longer?

High Costs Are Being Felt

A NUMBER of publishers were in conference at Toronto during the early part of the month. Many matters were discussed, but when they were all summed up it would simply mean that the chief topic was the increasing of the revenue to keep pace with the increase in production costs.

If the weekly papers thought they could increase their revenue by the holding of a gathering, they would do it. The publishing business right now is passing through a critical time, and it ought to afford a little cause for serious reflection as to the cause.

The average publisher will not care to own up to the fact that as a business man he is not a success, but in too many cases were he quite honest in the matter, he would hold up his hand and admit the charge without an argument. The business end of the publishing business in Canada has received a great deal of attention in the last few years. The trouble is that there were a great many years in front of this stage where thumb nail methods took the place of absolute certainty, and where the rule of the office seemed to be that somehow or other things would come all right in time.

Now that publishers are in the midst of an era of unprecedented high values, they are forced to get down to business in earnest, and it is only now that many of them are coming to know for a certainty what their costs really are. They are discovering the fact that for years they have been running perilously close to failure, and it only required the pressure of increased costs to bring the affair clearly and painfully to the surface.

The big trouble has been that each effort on the part of the publishers to get ahead of the cost of production has been met with another increase in the very thing that they were seeking to combat. For instance, when a paper with a paid circulation of 5,000 announces an increase in its price of $1 a year it would seem that there would be $5,000 added to the revenue, and in this way the matter would be settled for the time. But not much. There is not a

publisher in the business who has been able to feel to the full benefit of the increased price because paper, wages, machinery, everything that went into his product, simply rose up and grabbed that $5,000.

There are no prospects of immediate relief. It looks as though the publishers would have to continue to operate in an atmosphere of their dollar buying about fifty cents worth.

The Farmers and a Daily Paper

IN an interview that was given to PRINTER AND PUBLISHER by the manager of the United Farmers of Ontario the statement was made that it was the intention of that organization to go into the business of publishing a daily paper.

The reason was that the farmers wanted a daily paper, therefore they should have a daily paper. As far as this paper can judge the manager of the farmers' organization did not point out clearly where the present dailies in the field were falling down in failing to provide the farmer with a good newspaper.

Undoubtedly the object behind it all is the securing of an interpretation of tariff ideas that will work to the advantage of the farming communities. The farmers are quite within bounds in going ahead and establishing a paper that will express their views and cater to their wants and desires. If the papers at present in the field are not up to the standard that the farmers have in mind, why it is their privilege and their right to go right ahead and work out a publishing proposition that will remedy the defect which to them is so apparent now.

There are a few things, though, that the farmers' association should understand before they go too far in the enterprise. If their intention is to launch into the daily business as soon as possible they must be prepared to spend their money as they have never spent it before.

They should be prepared, if necessary, to sink their initial investment entirely, and to lose money for from four to five years. That is, on the assumption that they are going to start a new paper.

There are newspaper propositions in Canada, several of them in Ontario, that have lost enough money to make an average man dizzy for weeks. Good money has been put in without measure to throw a plank to the bad money that has been lost, and this process goes on with a pace that makes a timid financier quit in short order, and a good financier wakeful at nights lest his whole fabric fall to the ground before he reaches the office in the morning.

Of course, the final decision in the matter is one that will be of most concern to the farmers themselves. They will have to make the initial investment, and it will be up to them to stand behind it until such time as their proposition begins to take care of itself. At the same time they would be ill-advised to venture into the daily field at the present time. A much better course would be for them to secure an established weekly with an agricultural reputation and proceed to develop it. In case their venture met with success they could go ahead and enlarge the scope of their work until they had it up to the status of a daily paper. If, on the other hand, they had occasion to find that the publishing business was not remunerative, and they were going to have a sink-hole on their hand, their investment would not be so great, and their loss would be correspondingly small. In the latter case it would be much easier to find a purchaser than it would be to dispose of a large and losing daily proposition.

PRINTER AND PUBLISHER has no particular interest in the matter. In fact it might be good business for a number of our advertisers to have the farmers' organization go ahead and equip a daily plant. But in fairness to the farmers concerned it must be stated that publishing a paper at the present time is serious business. Publishers of a number of small dailies were in session in Toronto just a few days ago. They were discussing a good many matters, and the core of the whole business was that they had to secure more revenue to meet the increasing costs of production. They had chased their subscription rates up to as much as their district would stand, and their advertising charges had been brought up to the point where many of the publishers felt they should rest for the time being as local business conditions did not warrant further increases. And all the time the charges have been going on apace.

The United Farmers of Ontario should think the matter out carefully. As stated before, PRINTER AND PUBLISHER has no object to serve in keeping them out of the daily or weekly field. The field is wide open, and they can go ahead and toss in as much of their money as they please. At the same time they would be well advised were they to be mighty careful of the direction in which they do the tossing.

He Wouldn't Advertise

HE started in to run a store like lots of folks have done, he reckoned he could go ahead and make the business hum. He got a corner site, he did, he daubed it up with paint to make the place he picked upon look somewhat like it aint.

And then he went and bought his stock, 'twas new and likewise crisp, he reckoned that this outfit would keep them coming brisk.

He stuck a sign upon his door, another on the wall, they were artistic things, by heck, like yeller leaves in fall.

He got a rig to peddle with, he had that painted too, all fussed and frilled about his name in colors red and blue.

He figured folks would see that name at either aft or fore and trade would come a-crowdin' then unto his grocery store.

The paper man dropped in one day, he ran a goodly sheet, he told the grocer man how that he could put him on his feet—but this here gent he chucked him out, in business he was wise, he wasn't tossin' up his coin, he wouldn't advertise.

If other folks was usin' space that was their own affair, he'd build his trade upon his goods, and prices what were square.

But somehow folks they didn't fall for all his painted signs, nor yet for all his painted rigs, and stuff up with the times. They 'llowed as how his store was nice, his goods were all right too, but they didn't know just when he had some fodder that was new. He didn't use the paper that they took into their homes, and so some other grocer was pullin' in the bones.

He reckoned that the trade would come by waitin' round a spell, but while he waited half his goods got old enough to smell. But still he didn't use no space to tell the folks in town how he could 'tend unto their wants and trim the prices down.

Well, things they went along like this, they went from bad to worse, and 'bout the only thing to do was holler for the hearse. Until one day he quit the store, the trade was far too tame, and the chap that has the business now—the bailiff in his name.—ARK.

The Bolton *Enterprise* serves notice that it will charge for poetry at the rate of a cent per word. Well that's lettin' the beggars off pretty easy.

A New York State paper is being sued because a comp made an obituary conclude "may he roast in peace." It is well, even in expressing the sincerest and most appropriate condolences, to use a certain amount of discretion.

The Grand Rapids Printers' Association is out for the elimination of bands on packages of envelopes. There is much to be said both ways. The 25-package is very convenient to handle and enables a quick estimate of a broken box.

At a banquet in Toronto the other night the chairman announced that they would sing "God Save the King." Whereupon one husky spoke up and said, "Sing hearty, boys, there's not many of them left."

THE RE-SET ADVERTISEMENT

Specimens Taken at Random From Canadian Papers

By H. A. Nicholson, Manager Printer and Publisher

OUT on the West Coast—or to be exact in Vancouver—there lives a "regular" printer. We have never seen him, nor have we ever heard of anybody that has seen him, but we know John L. Neate is a "regular" printer since he has taken the trouble to pen the following:

Vancouver, B.C., November 18/18.

Editor, PRINTER AND PUBLISHER:—

I have found your re-set advertisement department extremely interesting and instructive. You are treating a feature of typography in which I am inclined to take much interest. I note in your re-set "Summer Beverages," in the October issue, that the compositor seized on that never-failing solution, when in doubt what to display by using an initial letter. To my mind an initial letter is an ornament and should be used in advertising far more sparingly than is customary. I would have emphasized "Delicious Drinks" a little more, and probably "Peach Grape," or "Dr. Suett's Root Beer." This method would have entailed little or no extra work and would have brought out the points the advertiser would probably desire. I concede, however, that this change would break up the tone effect.

Sincerely,

JNO. L. NEATE.

PRINTER AND PUBLISHER is pleased to receive communications of this kind, even if they do tend to "take a fall" out of some of the re-set ads., as in the foregoing instance.

In reference to the single column re-set advertisement in our October issue, bearing the heading "Delicious Summer Drinks," Mr. Neate undoubtedly makes a good point. His idea of a better ad. is well based. However, the general style of display in the first place is quite popular, and it was not with the idea of changing the style that this ad. was selected for criticism; rather, for faults of the style adopted. The text matter hugged the border and the heading was displayed in a manner that never looks good. It was for these defects that this ad. was criticized. Out of this arises the question: Would it have been better to have sacrificed tone for facility? Not necessarily, we think.

Mr. Neate brings up another good point, namely the use of the initial letter. We seldom see an advertisement that has suffered because of the use of the initial letter, but on the other hand we see scores of advertisements that would be greatly improved by their use. An authority on initial letters has the following to say: "Initial letters have come down to us from the days of hand-illuminated books and manuscripts. They are much in use in book printing and job printing. They, too, can be used with good results in magazines and newspapers. An advertisement containing much body type, or an advertisement without a heading is made more effective by the use of the initial letter for the first word of the opening sentence. Initials increase the attractiveness of an advertisement and help to draw the eye to the proper starting point."

The compositor should determine whether or not an initial letter could be used to advantage by asking himself these questions: "Will the use of an initial make the advertisement more attractive, more easily read? or will it make the advertisement too ornamental and confusing?

If the compositor is convinced that an initial letter will make a better advertisement, why not make use of it? However, it should not, as a rule, take the place of selling points in display; or in other words, the initial should not be used as a short-cut to passable typography. This is probably Mr. Neate's main objection to its frequent use.

Two of the advertisements selected for this month were sent in to us. The others were selected at random. They are not the worst specimens we could find, but still they suit our purpose. It is not always our policy to choose the worst examples of advertisement displays that come to our notice; those that are obviously poor. We are more inclined to criticize a certain brand of display that is "getting by" with an O.K. mark which it is not entitled to.

Advertisement No. 1.—Theatre managers demand startling effects in their advertisements; so the loud, bizarre displays we see on the theatre pages of nearly every newspaper can hardly be laid at the door of the paper, if we are inclined to take exception to this style of typography. Without reading a line you can always spot a theatrical page by its glare. As long as theatre advertisements of this kind are kept by themselves and are not scattered throughout the paper they are not to be altogether condemned because of the noisy style of their appearance. They evidently produce results, the main forte in advertising.

We are not wont to criticize the Dominion theatre adtisement because it has been lifted somewhat out of conventional typographical channels, like most other theatre ads. What we do find fault with are those round spots on the corners of the borders, the spots within the display, the peculiar use of a pica and nonpareil rule seen in the border design, and the unnecessary mixture of types. If the compositor felt that he simply had to use the bull's eyes to be in keeping with Bill Hart's reputation as a Wild West gun man, why did he not adopt them at the four corners and use a six-point rule all round the ad? A perspective effect has been attempted but not properly carried out; corner pieces of any kind would hardly permit of it. Joining mitred pica and nonpareil rule is an absurdity, too, of this ad.

Had the words "William S. Hart" appeared in the same font as the word "Dominion" the effect would have been more pleasing. The spots within the ad. are confusing, take up good space and emphasize nothing; they rather detract from the main points of display, in fact. We will concede that "William S. Hart" as it appears would require a crutch, say a rule beneath to give it a little punch and at the same time give it unity of strength to conform to the border. But a change of type is preferable, as rules beneath display lines are things to be sparingly recommended.

Refer to our reset ad. Nothing fantastic has been attempted, but we believe a generous use of white space and harmony in the selection of type has made a more effective display than the original.

To really give the popular theatre touch to advertisements of this class the handywork of the artist and engraver must needs be employed—in the border design, the theatre name, or both—as seen frequently in the big city dailies.

Advertisement No. 2.—Seldom do we see a country town newspaper equal to the Pilot Mound *Sentinel* for neatness of typography and pleasing general arrangement. This advertisement that we have selected for criticism from the *Sentinel* should not be taken as an example of the usual

DOMINION

WEDNESDAY and THURSDAY

WILLIAM S. HART

In

'Shark Monroe'

An ARTCRAFT PICTURE

They called him "Shark" because he was bloodless and cold—a human icicle.

"Love Loops The Loop"

Paramount Mack-Sennett Comedy

No. 1—Taken from the Nanaimo Free Press.

Special This Week!

CHEAP GROCERIES

THRIFTY HOUSEWIVES WOULD DO WELL TO EXAMINE OUR PRICES CLOSELY!

Blue Ribbon Powder, 16-oz	2 for 45c.
Large Flat Salmon	2 for 55c.
Canned Peas	15c.
„ Corn	20c.
„ Tomatoes	2 for 45c.
„ Pears	20c.
„ Cherries	20c.
Corn Flakes	2 for 25c.
Empress Pure Jams in Strawberry, Gooseberry and Plum	$1.00
Crown Syrup, 10s	95c.
Lily White „	$1.10
Rogers' Sugar „	$1.15
Red Rose Tea, 2¼lb packages	$1.10
Blue Ribbon Tea	55c.
Donalco Tea	50c.

J.G.McLean & Co.

CANADA FOOD BOARD LICENSE No. 8—11358

No. 2—Taken from the Pilot Mound Sentinel

WOMENS HIGH TOP BOOTS

Women's High Top in Light Gray, Dark Gray, Fawn, Mahogany and dark Swuede, made up in swell style.

$7.00, $8.00 and $9.00

H. Jennings, King St.

No. 3—Taken from the Kingston Standard

BRING IN YOUR OLD IRON AND SCRAP

Don't throw away a pound of it. I will buy all you can collect

WORN-OUT STOVES AND FURNACES TAKEN DOWN AND REMOVED AT ONCE.

FERTILIZE YOUR LAWN, BUSHES, FLOWERS, etc., and

DO IT NOW

Blood, Bone and Potash Fertilizers delivered to any part of the city.

GEO. STEVENS

364 MARK STREET TELEPHONE No. 1389w

No. 4—Taken from the Peterborough Review

Cockshutt Plows

Frost & Wood Cultivators

Binders, Mowers, Rakes

Farm Tractors on Exhibition

RENFREW CREAM SEPARATORS

Clean Skimmers. Light Running.

OVERLAND AUTOMOBILES

R. R. Stephenson

No. 5—Taken from the Minnedosa Tribune

DOMINION

Wednesday and Thursday

An Artcraft Picture

WILLIAM S. HART

in

SHARK MUNROE

They called him "Shark" because he was bloodless and cold — a human icicle.

Love Loops the Loop

Paramount MACK-SENNETT Comedy

Reset Advertisement No. 1 Actual size of advertisement as it appeared in the "Nanaimo Herald."

Reset Advertisement No. 3 Actual size of advertisement as it appeared in the "Nanaimo Free Press."

Women's High Top Boots

Made Up in Swell Styles

Light Gray, Dark Gray, Fawn, Mahogany and Dark Suede.

$7.00 $8.00 $9.00

H. JENNINGS

King Street

Cheap Groceries

Special this Week!

Thrifty Housewives would do well to examine our prices closely!

Blue Ribbon Powder, 16-oz.	2 for 45c
Large Flat Salmon	2 for 55c
Canned Peas	15c
" Corn	20c
" Tomatoes	2 for 45c
" Pears	20c
" Cherries	20c
Corn Flakes	2 for 25c
Empress Pure Jams	$1.00
In Strawberry, Gooseberry and Plum	
Crown Syrup, 10s	95c
Lily White "	$1.10
Rogers' Sugar "	$1.15
Red Rose Tea, 2¼-lb. packages	$1.10
Blue Ribbon Tea	55c
Donalco Tea	50c

J. G. McLean & Co.

CANADA FOOD BOARD LICENSE No. 8-11896

Reset Advertisement No. 2
Actual size of advertisement as it appeared in the "Pilot Mound Sentinel."

Bring in Your

Old Iron and Scrap

Don't throw away a pound of it. I will buy all you can collect. Worn-out stoves and furnaces taken down and removed at once.

Fertilize Your Lawn, Bushes, Flowers, etc. Do It Now.

Blood, Bone and Potash Fertilizers delivered to any part of the city

GEO. STEVENS

364 Mark Street Telephone 1389 W.

Reset Advertisement No. 4
Actual size of advertisement as it appeared in the "Peterborough Review."

COCKSHUTT PLOWS

Frost & Wood

Cultivators, Binders, Mowers, Rakes

Farm Tractors on Exhibition

Renfrew Cream Separators

Clean Skimmers, Light Running

Overland Automobiles

R. R. STEPHENSON

Reset Advertisement No. 5. Actual size of advertisement as it appeared in the "Minnedosa Tribune"

method of ad. setting on this paper. It is a single exception of the rule. A number of issues of the *Sentinel* were received by us and they all reflect great credit to the publisher. It was after a good deal of page turning that we finally pounced upon the ad. produced here as a fair subject for criticism.

Fault is found in running the items too close to the border. The method of the display is not agreeable to us either. We never like to see a large cap display line following a large upper and lower display line. Then, we think, "Cheap Groceries" is the most appropriate line to display, not "Specials This Week." "Cheap Groceries" is the thing that interests the housewife most and it's the thing that should be fixed in her memory. The time limit when she may buy these cheap groceries is incidental, secondary; though we will admit, of great importance. Had the "cheap groceries" been limited to a day or two days' sale, then the time of the sale would have been of prime importance and probably would require the strongest emphasis. A sale of anything limited to a day or two stimulates buying far greater than a sale extending over a week. We believe our reset advertisement carries the message in better style.

Advertisement No. 3.—Women's boots that sell around $9 a pair make rather elegant foot toggery. Then why should not the the advertisement announcing these swell boots be set in a style conforming to the articles for sale? The style of display adopted in this ad. suggests high top boots for lumberjacks instead of high top boots for "Gibson Girls." It is generally conceded among advertising men of prominence that a dainty typographical effect is the most effective when advertising dainty goods, such as women's wear, jewelry, stationery, etc. But in advertising hardware, machinery and so forth, bold typographical effects are considered best. This is plainly obvious.

The reset ad. has the proper tone to suit the articles for sale, in our opinion. Rules beneath display lines is a thing we very often have denounced, but here is an ad. where they are used to advantage.

Advertisement No. 4.—This ad. is top heavy. The compositor apparently used his best efforts to jam the type toward the top and he has made the advertiser appear ashamed of his name being associated with the old-iron-and-scrap business. Firm names are often given too much prominence at the expense of other features, but here is a case where the firm name can be displayed to advantage without interfering with the principal items. The use of upper and lower case in the display line at the top and an all-cap display line at the bottom, as seen in our reset ad., does not conform to the best methods of typography, but in this instance we have deemed a divergence from the rule to be best.

Advertisement No. 5.—Once in a while we see an advertisement displayed after this fashion. We are glad, indeed, we can say just once in a while. The shock we get when we look upon typographical "excellence" of this sort makes us feel like turning hand springs. The compositor should not forget when he receives copy of this sort that with every item displayed, nothing is really displayed. Would it not be best to display one line strongly in one issue and another line strongly in the next and so on? See reset ad.

Henry Ford Will Start Publishing in 1919

Put It Across If It Costs Ten Million

THE debut of Henry Ford as a newspaper publisher will be made during the first week of 1919, says a Detroit story. Between times, these days, when he isn't hustling along the production of farm tractors or Eagle boats for the navy, or supervising in a general way his automobile business, Mr. Ford is thinking up ideas, jotting them down, and scratching out rough drafts of editorials which he is going to present in his publication.

He's serious about this paper. Absolutely. And he's going to "put it over," he told an interviewer if it costs him $10,000,000—but he doesn't expect any outlay like that, and, indeed he looks forward to making money out of it, although the money is a secondary consideration.

The publication will be a weekly and will be called as it now is (Mr. Ford bought out a little country affair in his home town) the *Dearborn Independent*. It will start in a fairly small way, that is with only sixteen pages, each about half the size of an ordinary daily newspaper page. But wait till it gets going, he predicts. It will step along some.

The paper will have the sub-title "Henry Ford's National Weekly," and that's just what it is going to be. While it is intended to have in its pages "something to interest every one in the family"—short stories, special articles, verses, pictures and so on—Mr. Ford's own ideas and ideals will occupy a generous part of the space.

NEWSPAPER THE BEST TEACHER

One full page of each issue will belong to him exclusively and will contain an article from his own pen. (He hasn't learned to bang a typewriter yet, though maybe he will, he says).

"I want to educate the people of both town and country along lines which will lead to their being better off and more comfortable," Mr. Ford said to his visitor. "I think a lot of good may be accomplished by certain plans of living and working which I have in mind, if only the people will understand them and try them, so I want to place these plans clearly before Americans of all sorts. There is no better teacher than a newspaper, and that's why I'm becoming a newspaper man."

Mr. Ford told the interviewer about some of the things he intends to advocate in the *Independent*, and very interesting they were. But it wouldn't be fair to tell about them here and now and thus put over a "scoop" on a fellow craftsman before he even got his paper off the presses.

The newest publisher has one big press already. He bought a machine which used to print the *American Boy Magazine* and which can reel off about 10,000 copies an hour. It is installed in a corner of his tractor plant in Dearborn, and that factory will be the home of the *Independent*, at least for the present.

It is not to be a plaything, this *Independent*. "I'm thoroughly in earliest about it and I'm going to stick to it," Mr. Ford said. "Many a paper, I know, has started out with high purposes and high ideals, but has been scared away from them or bought away from them. I know I can't be scared off and I doubt if there's money enough to buy me off."

COUNTRY-WIDE CIRCULATION

Neither the new publisher nor his editor, E. G. Pipp, are quite sure yet about how large the first edition of the *Independent* will be, but they agreed that at least 20,000 copies will be printed. The subscription price will be $1 a year and the price on the news stands, either 3 or 5 cents a copy. It will be circulated, of course, all over the country.

In the ebginning, at least, the *Independent* will not touch "live news." It will be more of a magazine than a newspaper, though it will contain what might be called "timely topics."

Mr. Pipp was formerly managing editor of the Detroit *Evening News*, to which he was attached for fifteen years, and is a war corrspondent, author and lecturer of note. He has long been a friend of Mr. Ford's and is thoroughly in sympathy with the new publisher's idea.

Wellington County Press Association

Price List Suggested for Its Use

The following is the list suggested at the meeting of the Wellington Co. Press Association held at Elora in September of last year:—

REMEMBER

These Prices are the LOWEST at which work can be done to give you a fair profit. Should the composition be heavy, the stock better than ordinary, or other circumstances warrant it, the price should be advanced accordingly.

LOCAL ADVERTISING

Contract Display
Column of 20 inches.
Transient or Occasional Display Per Inch
CLASS B (1000—1500 Circulation)
Space Rate

In.	mos. 12	mos. 6	mos. 3	mth. 1	wk. 1
1	$ 5.00	$ 3.00	$ 2.00	$ 1.00	$ .50
2	8.00	5.00	3.00	1.50	.75
3	12.00	7.00	4.00	2.00	1.00
4	16.00	9.00	5.00	2.50	1.25
5	20.00	12.00	7.00	3.00	1.50
6	24.00	14.00	8.00	3.25	1.75
7	28.00	16.00	9.00	3.50	2.00
8	30.00	18.00	10.00	4.00	2.25
10	35.00	20.00	12.00	6.00	2.50
12	40.00	24.00	16.00	6.00	2.75
16	50.00	30.00	20.00	8.00	3.25
20	60.00	35.00	24.00	10.00	4.00

Inch Rate

Canadian Press Association's Card

DISPLAY CONTRACTS

Space to be used at option of advertiser within one year; nonpareil measurement, 12 lines to inch.

	Cents per inch
1 inch and over	25
10 inches and over	20
50 inches and over	16
100 inches and over	14
200 inches and over	13
400 inches and over	11½
600 inches and over	10

FOREIGN ADVERTISING

Display Contracts—Plate Matter

Alongside reading matter; space to be used at option of advertiser within one year; nonpareil measurement, 12 lines to inch. Plate matter rates will apply only when complete plates requiring no composition or alteration are supplied.

	Cents per inch
1 inch and over	20
10 inches and over	16
50 inches and over	13
100 inches and over	8½
200 inches and over	7

Composition—Display matter requiring to be set, 3 cents per inch per insertion additional on plate matter rates.

Reading Matter—Three times display matter rates.

All advertising subject to the approval of the publisher.

Special Positions

1—Isolated position, apart from all advertising 33 1-3 per cent. extra.

2—First page or top of page and following at least 4 inches and alongside reading matter, 25 per cent. extra.

3—Top of page, but not necessarily adjoining reading matter, or any other fixed position, 15 per cent. extra.

Special Advertising

Annual statements of banks and other financial corporations, whether having ordinary contracts or not, 24 cents per inch.

Political and election advertising, 24 cents per inch.

Condensed Advertisements Word Rate

One cent per word for first insertion and one-half cent per word for each subsequent insertion. Minimum charge 25 cents.

Reading Notices

	Cents
First insertion, per count line	5
Each subsequent insertion, per count line	3

To merchants who do not take contract space the above rates shall be 10 and 5c respectively.

Advance notice of all entertainments at which an entrance fee is taken shall be charged as above.

Minimum charge for each item, 25 cents.

Legal and Municipal Advertisements

	Cents
First insertion, per line	10
Subsequent insertions, per line	5
Notice to Creditors, 3 or 4 times	$7.50

Advertisements to be measured in type set.

Classified Advertisements

Wanted, Farms for Sale, Astray Stock, Teachers Wanted, For Service, Lost, Found, Business and Professional Cards, etc., one inch or less—

1 Insertion	2 Insertions	4 Insertions
$ .50	$ .75	$1.00

2 mos.	3 mos.	6 mos.	1 year
$1.50	$2.00	$3.00	$5.00

Auction Sales

One insertion	$2.00
Subsequent insertions	1.00
50 ½ sheet bills and 2 insertions	6.00
50 1-3 sheet bills and 2 insertions	5.50
50 ¼ sheet bills and 2 insertions	5.00

Clubbing Rates

Net regular subscription price of both papers.

JOB WORK

Dodgers

16th Sheets (6 x 9 or 4½ x 12)	50	$1.25
	100	1.50
	500	3.00
	1000	5.00
	2000	7.50
12th Sheets (6 x 12 or 8 x 9)	50	1.50
	100	1.75
	500	3.75
	1000	5.50
	2000	8.50
Eighth Sheets (9 x 12)	50	1.50
	100	2.00
	500	4.25
	1000	6.25
	2000	10.00
Sixth Sheets (12 x 12)	50	2.00
	100	2.50
	500	5.00
	1000	7.50
	2000	11.50

Posters

Quarter Sheet (12 x 18)	50	$3.00
	100	3.50
	500	6.25
	1000	9.00
	2000	13.50
Third Sheet (12 x 24)	50	3.50
	100	4.00
	500	8.00
	1000	11.25
	2000	17.50
Half Sheet (18 x 24)	50	4.00
	100	5.00
	500	9.25
	1000	14.50
	2000	19.50
Whole Sheet (24 x 36)	50	7.00
	100	8.00
	500	14.75
	1000	20.00
	2000	30.00

Extra for heavy composition, colored paper, or colored ink.

Letterheads

(8 x 11) and Quarter Post billhead based on invoice price of stock plus one-third:—

Stock at $1.00 per M	250	$2.60
	500	3.50
	1000	5.00
	2000	8.00
Stock at $1.25 per M	250	2.70
	500	3.75
	1000	5.50
	2000	9.00
Stock at $1.50 per M	250	2.85
	500	3.90
	1000	6.00
	2000	10.00
Stock at $2.00 per M	250	3.00
	500	4.50
	100	6.75
	2000	12.50

Letterheads (8 x 7) and Sixth Post Billheads

Stock (invoice price plus one-third)

at .75	250	$2.25
	500	3.10
	1000	4.35
	2000	7.00
Stock at $1.00 per M	250	2.50
	500	3.40
	1000	4.75
	2000	7.50
Stock at $1.50 per M	250	2.75
	500	3.75
	1000	5.75
	2000	9.50

Noteheads, Statements and ¼th Billheads

Stock (invoice price plus one-third)

at .50	250	$2.00
	500	2.75
	1000	3.85
	2000	4.75
Stock at .75 M	250	2.15
	500	2.90
	1000	4.25
	2000	6.75
Stock at $1.00 per M	250	2.25
	500	3.25
	1000	4.75
	2000	8.00
Stock at $1.25 per M	250	2.35
	500	3.40
	1000	5.00
	2000	8.50

Envelopes

Stock (invoice price plus one-third).

Stock at $1.00 per M	250	$1.60
	500	2.25
	1000	3.50
	2000	6.00
Stock at $1.50 per M	250	1.85
	500	2.85
	1000	4.35
	2000	7.75
Stock at $2.00 per M	250	2.75
	500	3.15
	1000	4.75
	2000	8.50

Tickets and Business Cards

Stock (invoice price plus one-third).

Stock at .50 per M	100	$1.25
	500	2.50
	1000	3.60
Stock at $1.00 per M	100	1.50
	500	3.00
	1000	4.50
Stock at $1.50 per M	100	2.00
	500	3.50
	1000	5.25

Funeral Cards—Folders

Stock at $1.50 per 100
Dozen, $1.75; additional, .50 per dozen.
Stock at $1.80 per 100
Dozen, $2.00; additional, .50 per dozen.
Stock at $2.40 per 100
Dozen, $2.25; additional, .60 per dozen.

Wedding Invitations

Stock at $1.00 per 50
Dozen, $2.50; additional, .40 per dozen.
Stock at $1.50 per 50
Dozen, $3.00; additional, .50 per dozen.
Stock at $2.00 per 50
Dozen, $4.00; additional, $1.00 per dozen.

Visiting Cards

Box of 50, .75; 100, $1.25

Shipping Tags

Based on stock at $1.00 per M	100	$1.50
	500	2.75
	1000	3.75
Extra	100	2.35

Eighth Post Circulars and Forms

Based on price of stock (invoice plus one-third). $3.00 per ream.

Printed on one side:
100, $1.75; 500, $2.75; 1000, $3.75; additional 1000, $2.00.

Printed on both sides:
100, $3.25; 500, $5.00; 1000, $7.00; additional 1000, $3.00.

Allowance of 1 hour for composition and lock up; for additional time add $1.25 per hour. Printed on both sides allowance of 2½ hours for composition and lock up, and running in 2 forms.

Quarter Post Circulars and Ad Forms

Stock $3.00 per ream. 1½ hours for composition and lock up; printed on both sides 3½ hours, and running in 2 forms.

Printed on one side:
100, $2.75; 500, $4.75; 1000, $6.25; additional 1000, $3.25.

Printed on both sides:
100, $3.25; 500, $7.00; 1000, $9.50; additional 1000, $5.00.

Half Cap Circulars and Forms

Stock, $3.50 per ream. On one side, lock up, 2 hours; both sides, 5 hours and running in 2 forms.

Printed on one side:
100, $2.75; 500, $4.75; 100, $6.25; additional 1000, $3.50.

Printed on both sides:
100, $5.00; 500, $8.25; 1000, $12.00; additional 1000, $6.00.

Horse Cards

Full Card (22 x 28) form $3.75, plus double cost of card.

Half Card (14 x 22) form $3.00, plus double cost of card.
100 Folders, 4 pages, pedigree same type as large cards, $3.75. Each additional 100, $1.50. To set pedigree, .50 to $1.00 extra.
100 Small Cards, one side, half of preceding prices.

Window Cards (Placards)

Full size 22 x 28 cardboard, 1 copy $1.00
Each subsequent copy ..... .40
Dozen 3.50
Each subsequent dozen 1.25
Half size, 14 x 22 or 11 x 28, 1 copy..... .75
Each subsequent copy ..... .25
Dozen 3.00
Each subsequent dozen 1.00
Quarter size, 14 x 11 or 7 x 22, 1 copy... .50
Each subsequent copy ..... .15
Dozen 2.50
Each subsequent dozen ..... .75
Eighth size, 5½ x 14 or 11 x 7, 1 copy... .40
Each subsequent copy ..... .10
Dozen 1.50
Each subsequent dozen ..... .50
Extra for heavy composition at $1.25 per hour.

Government Post Cards

Printing only—stock supplied by customer.
100 ..... $1.25
Each additional 100 ..... .25
Additional 1000 ..... 2.50

Bread and Milk Tickets

Same as above, plus invoice price of stock, plus one-third.

Butter Wrappers

Stock supplied, or add invoice price plus one-third.
100 ..... $1.25
500 ..... 2.00
1000 ..... 2.75
Additional 1000 ..... 1.00

Prize Lists

Per page
100 copies (set 24 x 40 ems) $1.50
Each extra 100 copies ..... .25

Financial Statements
(December Statement)

Per page
100 copies (set 24 x 40 ems) $2.00
Each extra 100 copies ..... .25
Auditors' Report, 100 copies 1.75
Extra 100 copies ..... .25

Books, Pamphlets, By-laws, Minutes, Church Reports, Etc.

Per page
200 copies (set 24 x 40 ems) $1.75
Each extra 100 copies ..... .25

Voters' Lists

Per page
200 copies (20 lines to page) $2.00
200 copies (25 lines to page) 2.25
Additional 100 copies ..... .25

Ballots

Form $1.50; add .50 per 100, in pads as required.

Special Ballots

Form $1.25; add .35 per 100, in pads as required.

Tax Receipts, Cheques and Orders

100 in book, $1.50; each additional 100, .50.

Collectors' and Assessment Rolls

Municipal World prices.

Assessment Schedules

100 copies, $2.50; each additional 100, .50.

Labor

$1.25 per M for hand composition.
1.00 per M for machine composition.
1.50 per hour for cylinder press (including wash-up and make-ready).
1.00 per hour for job press (including wash-up and make-ready).

N.B. The foregoing revised prices are not final, but they should be examined carefully by the members, who will note changes desired, sending the suggestions to the secretary.

The World War and the Paper Situation

Being a Resume of the Business Outlook

THE J. W. Butler Paper Co., of Chicago, have issued a little book on "What's Going to Happen." The matter is thoughtful and timely, and we take pleasure in reprinting much of it:—

"Starting with the nation and going clear down along the line through business to the individual, all have been affected by the world war—some probably more than others, but affected, nevertheless. The paper business was not overlooked; it has made sacrifices and has suffered its full share.

"At the start things happened fast and through inexperience, but with the best of intentions, mistakes were made. Paper was put on the non-essential list, which threatened drastic treatment; it was not long, however, before the Government realized that paper was very essential to the successful conduct of the war. Some restrictions and curtailments were made in the lesser essentials among paper products for speeding up production, economy in labor, less consumption of coal and minimizing transportation requirements. The conditions which have been imposed upon this industry have been quickly and willingly complied with. Chlorine, sulphite, pulp and certain other necessary ingredients in the making of paper have been requisitioned to a great extent by the Government for making poisonous gases, gun cotton, etc.

"This but briefly outlines the situation that has been facing the paper business. With peace on the immediate horizon, the pressure will be steadily lightened.

GOVERNMENTAL NEEDS

"Advertising—that was the one and only answer to the Government's question of how to put its messages over quickly. Advertising came to the rescue as it has come to the practical assistance of every one who has intelligently used it.

"While the war time needs of the Government were considerably increased, yet the estimate of what should have been reserved for this purpose proved to be in excess of what was actually required. This was a contributing cause of the paper conservation program, which by many was misunderstood. The greatest shortage of paper was in newsprint, but in paper products of almost every other description no real scarcity existed except, of course, in 1916, when through fear of shortage the demand jumped far in excess of normal and then naturally the manufacturers found it impossible to supply all the paper that was wanted. When this period was bridged the status was about as it had been before.

"With the inauguration of the conservation program many thought that by lowering the quality of the paper they used they were saving paper and thereby fulfilling their obligations. There are many mills in this country that make the higher grades exclusively; their entire equipment, stock of materials, etc., would not permit them to make cheaper grades without serious loss. As the result of this erroneous idea of "saving" we saw an excessive demand for the cheaper grades and at the very expense of thoughtful saving, to say nothing of the cheapened and less effective appearance of the forms in which the paper was used. There exists to-day, as at any time in the past, the same sane and fundamental reasons for using good, or let us say, appropriate paper, and this truth should be firmly implanted in the minds of the buying public.

"Conservation does not mean inefficiency — it means genuine efficiency. Now that the great war is ended, this large part of the nation's paper production which has been reserved for governmental needs will be quickly diminished until it reaches normal time requirements.

THE NEW ORDER

"The big word in the realm of business to-day is Standardization. All of these rulings of the War Industries Board which have been imposed upon manufacturers in practically every line of business have tended to just one result—Standardization.

"Before the war the paper industry as a whole seemed hopelessly far from standardization; there were so many irregularities and needless elements that it did not seem possible to so quickly rectify them. The great war came and necessitated the marshalling of the nation's forces and resources, with the result that almost miraculously the entire industry adopted the new order of things.

"Many radical changes were made, but it did not take long for everyone to accommodate themselves to them. It was found possible and profitable to all from producer to user to adjust their business to the new conditions. To those who have been familiar with the situation it is apparent that many of these changes which have been carefully and co-operatively worked out are for the benefit of all, with some alterations based on experience, should be retained during normal times.

"War measures affecting the paper industry are being lifted; for instance, writing paper manufacturers are already permitted to make the heavier weights which were on the restricted list. The rule prohibiting the making of heavy weights in certain grades of book paper has been withdrawn. Undoubtedly the time is very near when the Government's ban which has affected so many departments of the paper and printing industries will be entirely removed and printers and buyers who have been obliged to transfer their selections from restricted items to those

which were on the favored list will again be able to follow the dictates of their judgment.

PLEDGES NO LONGER REQUIRED

"A ruling has just been issued by the Priorities Division of the U.S. War Industries Board, which states that the paper saving pledges are no longer required of paper merchants and their customers.

"The elimination of this pledge feature definitely implies that as the reasons for conservation and war time economy in the use of paper are quickly disappearing, it is no longer necessary to sacrifice the practical, the artistic or the appropriate in printed matter.

THE AVAILABLE SUPPLY

"In an analysis of the available supply of paper certain facts must be borne in mind. Through the entire war period there has been a persistent knock at the door of our market from foreign fields. The foreign demand has never been satisfied. Lack of shipping facilities precluded the possibility of meeting the situation. Vast tonnage of paper has remained on the docks of eastern ports waiting for ships to transport it. This condition will obviously improve and before long the paper industry of this country will take its proper place in international trade.

"The gradual let-up in our Government's needs will help to relieve the situation, which it appears will dovetail nicely with the increasing consumption at home due to accelerated business activity and the pressure from foreign trade. Undoubtedly the productive forces will continue to run to full capacity.

THE THRESHOLD OF PROSPERITY

"The man who talks "calamity and trouble ahead" is looking through the wrong end of the telescope; he is blind to the world about him; he is totally ignorant of existing facts and conditions; he has not even begun to analyze the situation—take him in hand and show him the light.

"Bounteous crops and good prices have put greater purchasing power into the hands of the agriculturist—the Governor of prosperity. Building of all kinds, except for actual war needs, has been at a stand-still for more than a year; there has been no road-making; the purchasing of luxuries has had a sharp decline; farm machinery of all kinds, automobiles and innumerable other kinds of articles, implements and equipment have been under the ban during the crisis in order to divert mechanical and human energy to the quick and successful culmination of the war. Now that the war is over it is clear what is going to happen. Advertising campaigns of great magnitude will be launched in all lines of business; plants working on Government requirements were enlarged to increase production—these plants must now turn to peace time products, they must be kept busy, and it is reasonable to conclude that they will be when we consider that their regular lines have been off the market for so long and the needs for them have piled up during the war period. Real estate operators, building contractors and material concerns are preparing for unprecedented activity; road making machinery plants will be taxed to meet the demands for their equipment; automobile factories will have to meet the accumulated demand for cars.

"The thrift campaigns have taught the people to save, and they have saved. The purchasing power of the individual has greatly increased; labor is being paid a higher wage—the living scale is on a higher plane than it has ever been in the past. This is an indication of better and bigger business for everybody. Associations of men are and have been gathering for consultation and planning for this reconstruction period, arranging best ways and means for quickly getting back to normal business and making up for lost time. Advertising will be an essential factor in their plans; printing and paper form the principal part of advertising. One does not have to be a confirmed optimist to see that the future prosperity and busyness of the nation are assured.

ARE YOU PREPARED

"Any one who doesn't give studious thought to the immediate future is likely to be caught totally unprepared for eventualities. "Is my house in order?" should be the question of the hour. If the outlook for the future means unprecedented business activity, as it undoubtedly does, what should be done at once to make the best of the situation when it arrives?

"There is a world of opportunity for the resourceful, creative printer—the man in business needs him badly this very minute. The printer can well afford to make a thorough, careful study of the markets and the possibilities of the business of each of his customers. Sound advice from a printer, with accompanying drafts, lay-outs or suggestions for advertising pieces, designed to cultivate and enlarge the customer's market—to help the customer visualize the idea that is in the printer's mind is sure to win confidence and friendship, which results in increased business."

And He Therefore Spins A Yarn

Bracebridge *Gazette*:—The Burk's Falls *Arrow* gives the cost of publishing one subscriber's yearly papers at $1.85. The *North Star* of Parry Sound says the cost is even more than that. They remind me of the story of the tavern keeper away back in the Parry Sound District. A wayfarer lost his way one night and had to put up at this little wayside tavern. In the morning he called for his horse and his bill. Both were brought, when to his amazement the bill was for $650. The traveller laughed heartily at the joke, but was assured it was no joke and a very moderate charge. Said the host: "Do you not think it fair a hotel keeper should have fair remuneration for his time and investment?" "Certainly," said the traveller. "And do you think a man can keep a house and stable and a supply of food and feed for less than $1,300 a year?" "Why, no; I do not think so," said the traveller. "Well, there have been only two guests in my hotel this year and I am just charging you cost price, $650 each."

Newspaperman as Governor

Citizens of Hull, Quebec, are feeling proud these days, and with good reason. Captain Ernest Cinq-Mars, a Hull boy, at one time proprietor and editor of the semi-weekly newspaper, *Le Spectateur*, published in that city, is now Military Governor of the Belgian town of Mons, made immortal by the heroic defence by the British early in the war, and its recapture by the Canadian troops on the last day of the great conflict. Captain Cinq-Mars, in addition to publishing *Le Spectateur* in Hull for more than twenty years, was Ottawa correspondent for *La Presse* of Montreal. In June, 1913, he succeeded the late Louis G. Filteau as King's Printer for the Province of Quebec, and early in 1915 obtained his commission as Captain in the Canadian army. He was at first attached to the Canadian Headquarters Staff as interpreter owing to his knowledge of six different languages, and left Canada in May, 1915.

Little "Flu" Near Paper Mills

A unique feature of the Spanish influenza epidemic in the Province of Quebec, is the fact that communities built around mills engaged in the production of sulphate and kraft pulp have escaped almost entirely any visitation from the disease or have had it very slightly. This is the more remarkable when it is considered that the ordinary pulp and paper centres have had rather more than their share of influenza cases, some of them being temporarily badly incapacitated owing to the shortage of help caused thereby. An explanation given by some of the chemistry experts employed by the sulphate and kraft mills is that the peculiar combination of sulphur and other ingredients used in their manufacturing process, and which permeates the atmosphere throughout a wide radius, acts as a disinfectant and destroyer of disease germs. Three Rivers, Wayagamack and Brompton are among the places which have enjoyed a partial immunity to the prevailing epidemic, owing to their proximity to sulphate mills.

THE PERSONAL SIDE OF IT

We'd Like To Get Items For These Columns

British Columbia

Frank Izzard, linotypist of the Cranbrook *Herald*, has taken a position in Saskatoon.

Owing to linotype troubles and the non-arrival of needed parts the Cranbrook *Herald* had to be hand-set for about three weeks last month.

Kaslo City Council showed its appreciation of the *Kootenaian* by spending the town's money for a page Victory Loan advt. in Slocan's fearless weekly.

The *Herald* hears that Cranbrook is to have another weekly paper, published in the Liberal interests. One of the two idle printing plants will be utilized.

G. O. Wheeler, news editor of the Nelson *Daily News*, was one of the fourteen members of the *News* staff that were laid up with the flu at one and the same time.

After three years as a daily the Rossland *Miner* has again reverted to weekly publication, issuing on Saturdays and featuring the telegraphic news of the day of publication.

In connection with the recent advertising of the sale of provincial lands in arrears for taxes it is stated that the Fort George *Citizen* carried copy that got them in the neighborhood of $11,000.00.

For the first time since its inception, the *B. C. Gazette* is now printed on white paper instead of the old reliable dark cream. It still comes to hand untrimmed, however, and worked in eights as of yore.

During the recent flu epidemic L. P. Sullivan of the Fernie *Ledger* had more than his share of trouble. He lost his mother, who lived in Nova Scotia, while for almost three weeks his wife's life was despaired of.

After issuing for years on a 10 x 15 jobber the Princeton *Star* this month comes to hand in regulation six-column four-page style, issued from the Campbell press recently purchased from the defunct Hedley *Gazette*.

This month sees the Department of Mines taking space in a number of weeklies, advertising the sale of Crown-granted mineral claims in arrears for taxes. These will average about $200 per paper in the real mining sections of B. C.

Vancouver *World*: Boys from the *World* staff, who are doing their bit for the Empire, will each receive a splendid hamper for Choistmas from their confreres at home. The hampers were sent off a few days ago, in ample time to reach them for the festive season, and they contain all sorts of things that will be welcome to those who have been away so long from the comforts at home.

Those to whom hampers have been sent are Second-Lieut. H. M. Blake, Royal Dublin Fusiliers, Army P.O., London, England; Sub.-Lieut. Garnet Weston, Imperial Motor Boat Patrol, Gibraltar; Sergt. Noel Robinson, Ninth Field Company, Third Division, Canadian Engineers, B.E.F., France; Gunner Percy Edwards, 68th Battery, Draft Army P.O., London; Lieut. F. J. L. Switzer, 72nd Canadian Infantry Battalion, Fourth Canadian Division, C.E.F., France; Pte. William Boardman, "B" Company, 47th Canadians, France; Driver David Duguid, Army P.O., Section 5, B.E.F., France; Hilliard (Buster) Brown, Canadian Flying Corps, Toronto; Pte. Arthur Keddy, Pte. J. W. Murdoch, "A" Company, Seventh Canadians, Third Canadian Command, Army P.O., London; Pte. Frank Journeaux, Naval Station, Halifax. A parcel was sent off addressed to Pte. William Tighe, who has, however, given his life for the Empire on the field of honor.

Greenwood *Ledge*: This week the Rossland *Daily Miner* reverts to a weekly. Its editor deserves the journalistic Victoria Cross for the able and heroic manner that he stuck to his post through so many trying times, including the terrible "flu" storm. The efforts of such heroes of the pen are only appreciated by those who think and know what he has had to contend with in the past four years. The day for better things is dawning again in Rossland, and the writer sincerely hopes that the *Miner* and its brave editor will yet obtain the recognition and prosperity that they so richly deserve. We admire an editor of brains and nerve, especially when he lives and moves amongst a community largely composed of mud-brained people who cannot distinguish between a diamond and a hunk of country rock.

Alberta

The "Flu" has made serious inroads in the publishing business in Alberta during November, but the ban has been lifted in time to insure a good Christmas trade. Many firms report fifty per cent. decrease in their business during the last month.

It is a matter for regret that the Alberta Press Association seems either a thing of the past or an association that needs to be inspired with the breath of life. The Manitoba branch of the Canadian Press Association is a live body, and so also is the Saskatchewan branch, but Alberta is apparently devoid of any interest in the publishing and printing business. There has been nothing done since the war started, and in fact, as soon as the chief officials were appointed in places outside the cities of Calgary and Edmonton, the association fell into a state of innocuous desuetude. For some reason the average country editor is not a big live wire when it comes to boosting the association, and it would be better to keep the presidency and the secretaryship of the association in one of the three largest cities where they have all facilities for getting in touch with the publishers in general. Alberta is the only province of the four west of the Great Lakes that has not had a convention for some time.

Saskatchewan

Lieut. S. T. Willoughby, for several years proprietor and publisher of the Rosthern *Enterprise*, was killed in action last week. He left Regina for the front only two months ago.

In its editorial columns the Moose Jaw *Evening Times* over the signature of Hon. Walter Scott, president of the Times Company, Limited, makes the announcement that Hon. Walter Scott, former Premier of Saskatchewan, will return to the editorial chair and assume the editorship of the *Evening Times*. Since his retirement from public life Mr. Scott has lived at Victoria, B.C., where he will remain forf the Winter, but will return to Saskatchewan in the Spring and resume his permanent residence.

Manitoba

Lieut. Kenneth Creighton, a former city editor of the Winnipeg *Telegram*, has been awarded the Military Cross for bravery in action, according to word received in Winnipeg.

J. W. Dafoe, editor of the *Manitoba Free Press*, has gone to England on behalf of the Department of Public Information, and in this capacity will be attached to the Canadian delegation which is to represent Canadian interests at the peace gatherings. Mr. Dafoe will keep the Canadian people advised of developments by special cables, sent as each event warrants, which will reach the Canadian newspapers through the agency of the Canadian Press, Limited.

Ontario

Both the Ottawa *Citizen* and Ottawa *Journal* staffs won honor flags in the Victory Loan campaign.

Wm. Findlay, of the Ottawa *Journal*, presently an alderman, is to run for Controller for next year.

The Dominion Loose Leaf Co., Ottawa, is adding another large automatic feed press to its equipment.

William McKenna has been elected chairman of the night composing room chapel of the London *Free Press*.

Pte. L. S. Lavelle, formerly reporter on the Stratford *Herald*, was killed in action. He went overseas with the W. O. R.

Charles Mountjoy, brother of Wm. Mountjoy, of Hamilton, formerly of the Stratford *Herald*, died recently in Winnipeg.

The marriage took place on Nov. 20 at St. Alphonsus' Church, Windsor, of Margaret F. Dillon to E. W. Tobin, of the Stratford *Beacon*.

The Dominion Loose Leaf Co., Ottawa, will shortly commence the erection of a modern building to house their rapidly-growing business.

Ed. Stein, of the composing room staff of the London *Free Press*, has returned to work after being ill for four months with septic poisoning.

The Hurley Printing Co., Brantford, has bought out the MacBride Press of that city. The business is closed and the plant is being sold out.

The mechanical staff of the Government Printing Bureau at Ottawa has been paid a war bonus amounting to one dollar per week since April 1st last.

W. J. Robson, who has been assistant advertising manager of *Canadian Countryman*, Toronto, for the past six years, has been made advertising manager of that publication.

The strike in the paper mills of J. R. Booth during the month had a serious effect upon the paper supply of the Ottawa papers, which secure their requirements from this mill.

The closing down of munition work in Canada will mean much to some printers in Ottawa. The Imperial Munitions Board were great consumers of printed matter.

Harrison G. Link, day telegraph editor of the London *Free Press*, has been married to Miss Gladys Gower, for some time court stenographer of the London Police Court.

Lieut. Hugh Bell, former news editor of the Brantford *Courier*, who was wounded in France, has returned to Brantford. He went overseas with the 116th Haldimand Battalion.

P. M. Draper, superintendent of outside printing at the Printing Bureau, Ottawa, accompanied Sir Robert Borden to the preliminary peace conference in England as the representative of Canadian labor.

Charles L. Mountjoy, formerly of the circulation department staff of the London *Free Press*, and latterly a traveller with the Heinz Pickle Company, died recently in Winnipeg of Spanish influenza. He leaves a wife.

Pte. Edward A. Rance, a former pressman of the London *Free Press*, returned from overseas recently after serving over a year with the Canadian Mounted Rifles in France. Pte. Rance had his left arm blown off by a shell.

Harold Jaffray Elson, a former London, Ont., young man, and advertising manager of the *News-Courier*, of Saginaw, Mich., died recently in his 27th year. He was a newspaperman of exceptional brilliance. He leaves his wife.

R. H. Davey, a former publisher of the St. Mary's *Argus*, and late of the Uxbridge *Ontario-Times*, has purchased his former newspaper, the Haldimand *Advocate* (published at Cayuga), and has already taken possession.

Lieut. Oliver, who is a former member of the reportorial staff of the *Planet*, is writing an exclusive story for this journal entitled "The Last Ten Days of Fighting." He will describe the closing battle, and the joy of the liberated people of Mons.

J. O. Herity, editor of the Belleville *Ontario*, had the misfortune to sprain his ankle very seriously on a recent Sunday afternoon while on Murney's Hill and in falling also injured his right hand. He will be confined to the house for some days.

Henry J. Foster has been appointed manager of the Galt *Reporter*, in succession to the late Lieut.-Col. J. D. Clarke. For about four years Mr. Foster has been editor of the *Reporter*, and has also seen service in the business office and on the reportorial staff.

Members of the *Globe* editorial staff gave a rousing send-off to one of their co-workers, Charles D. Oliver, 127 Marchmont road, when, accompanied by his bride, he left on a brief honeymoon trip to Montreal. For some time past Mr. Oliver has been the police reporter on the *Globe*.

After continuing a splendid Sunday bulletin service during the war, the Ottawa papers on the 17th discontinued the work. This service was greatly appreciated by the public and much credit is due the newspapers for their patriotic and enterprising efforts.

R. L. Mortimer, editor of the Shelburne *Free Press*, went to Mayo Bros.' Hospital, Rochester, Minn., to obtain surgical treatment for a serious intestinal condition. We understand that it will be necessary for him to undergo some preliminary treatment before an operation will be performed.

At the Assizes at Owen Sound, Frank E. Secord, editor of the Meaford *Express*, was acquitted on a charge of criminal libel. The case arose out of certain statements published last January regarding a former officer of the 147th Battalion. The defence rested on the question of privilege, and disproved malice.

Major R. F. Parkinson, D.S.O., Director of Canadian War Records in London, formerly second in command of the 38th Battalion (Ottawa), has been promoted to lieutenant-colonel. In private life he was managing director of the Ottawa *Journal* previous to the amalgamation with the *Free Press*.

The Allen-Appleford firm are the owners of the premises, and they occupy the basement and first floor. They are the heaviest losers; practically all their stock was damaged by fire and water. The second floor is rented to the Reuben Allende Textile Works, while the York Press are occupants of the top floor.

Thomas N. Harvey, brother of J. F. Harvey, editor and proprietor of the *Express-Herald*, Newmarket, has just been elected judge of the supreme court of California, U. S. The new judge was born in Barrie and previous to entering upon the study of law was engaged in newspaper work on the Wyoming *Enterprise* and the Kingston *Whig*.

Pte. J. F. C. Whalley, of the O. T. C., is being called to the Bar at Osgoode Hall. He graduated from Queen's University with the degree of B. A. in 1913 and was editor of the Daily *Review* at Peterboro for about two years prior to entering Osgoode Hall. He is a son of Thos. W. Whalley, proprietor of the *Standard*, Pembroke, Ont.

Fire caused $10,000 damage in the Allen-Appleford Countercheck Company's building at 12 Johnson street, Toronto. The fire started in the basement of the three-story brick building, and spread rapidly up the elevator to the two floors above. The police received a report that a lighted cigarette thrown down the shaft caused the blaze. The damage was estimated at $7,000 to the contents and $3,000 to the building.

The Canadian Red Cross Society has just received, through Mr. W. J. Darby, circulation manager of the *Mail and Empire*, the sum of $200, which is the amount apportioned to the Canadian organization from an aggregate of $500 donated for American and Canadian Red Cross purposes by the International Circulation Managers' Association, the above contribution being voted at their annual convention held last June in Washington, D. C.

Members of the Toronto Publicity Committee in connection with the Victory Loan celebrated the end of the campaign by a dinner at the King Edward. Shields and other awards were presented to winners in connection with the parade and other competitions. J. E. Ganong, the chairman of the committee, who presided, was presented with a handsome souvenir in the shape of a chain comprising 33 gold-plated coins, representing the "33rd degree of good-fellowship," and locket.

Palmerston *Spectator*: Mr. James Mitchell, formerly editor of the Goderich *Star*, now representing the Public Archives of Canada, was a caller at the *Spectator* office on Tuesday. Mr. Mitchell is well suited for the position he now fills and is quite an expert in "digging" up information of public import which might otherwise be lost. Canada in the past has been altogether too neglectful along these lines. The information thus gathered will be greatly appreciated by future generations, and no one is better qualified for the position than a member of the fourth estate.

Bowmanville *Statesman*: Our old confrere, Mr. Richard White, is receiving congratulations on having entered upon his 34th year as editor and proprietor of the Milton *Reformer*. He is a Darlington boy whose parents resided several years at Solina, his father, Mr. Daniel White, being a contracting mason—and a very good one, too. The *Reformer* enjoys a good circulation, is newsy and a good clean home weekly, its influence always being on the side of right and justice. May Editor White wield the pen for the edification and uplift of his community for many years more.

At a meeting in Stratford of representatives from the various farmers' clubs in Perth County discussion took place on matters pertaining to the welfare of the farming community. There were 50 delegates from 27 clubs. W. A. Amos Wallace, formerly Presbyterian minister at Atwood, was nominated as a member of the General Executive of the U. F. O., as representative from Perth, Huron, Waterloo, Wentworth and Haldimand Counties. Vice-President Powers, of the United Farmers of Ontario, addressed the meeting, and the delegates voted unanimously in favor of establishing a daily newspaper.

During the past month or so trouble developed between the foreman of the press room at the Printing Bureau and one of the pressmen. The foreman claimed neglect of his machine by the pressman and suspended the man. He was later reinstated and after returning to work gave an interview to the Ottawa *Journal*, containing his version. For this he was dismissed by the Assistant King's Printer. The Pressmen's Union threatened a strike unless the man was reinstated. The matter was taken from one person in authority to another, and finally the pressman was again reinstated. The lot of a foreman under such circumstances is certainly not a happy one.

A rear-end street car collision occurred opposite the Base Hospital on Gerrard Street, Toronto, when a crowded Carlton car crashed into a Queen car which had stopped to let off passengers. The impact sent the strap-holders on the Carlton car sprawling. Glass crashed and the lights went out, a near panic

resulting. C. O. Knowles, 71 Hogarth Avenue, manager of the Canadian Press, fell in such a manner that his right arm was broken at the wrist. Other passengers sustained minor injuries. Mr. Knowles proceeded to his home where he was attended by the family doctor. An X-ray photograph was made of the injured arm at the General Hospital.

A graphic account of the delight of the Belgian people and their enthusiastic demonstrations in the town of Mons following the signing of the armistice is given by Lieut. Douglas Oliver, former officer of the 186th Battalion, later with the 18th Battalion in a letter to his father, Dr. C. B. Oliver of Chatham. Lieut. Oliver was in command of his platoon of the 18th Battalion which participated in the capture of Mons from the Germans in the closing stages of the war. When the Canadian troops entered the shell torn city, the Burgomaster presented Lieut. Oliver with a Belgian flag, which was later officially presented to the 18th Battalion. The Chatham officer states that the Belgians were wild with delight when the Canadians entered the city.

Major Beresford Topp, M.C., D.S.O., who went overseas in the first year of the war, reached Toronto on extended leave. Major Topp went to England with the First Contingent as correspondent of the *Mail and Empire*. He returned several months later and took out a commission, returning to England for his training. He went through all the big battles in which the Canadian corps has been engaged, and was three times wounded. Two or three months ago, while on leave in London, he was decorated with the Military Cross by the King, and four days after his return to the front was again on the casualty list. Since then he has been awarded the Distinguished Service Order. Major Topp will undergo hospital treatment for injuries to his face received in the last action in which he was engaged. He is now staying at the home of his mother, Mrs. M. E. Topp, Balmoral Avenue, Toronto.

Simcoe *Reformer*: Many friends in town will be pleased to learn of the continued success in the publishing business of W. E. Gallagher, a former pressman in the office of the *Reformer*. For some years past "Billy" has held responsible positions with publishing and job printing concerns in Kitchener, and on Monday night of Nov. 18th, Mr. Gallagher was the guest of honor at one of the largest banquets in the history of that city, tendered him by his friends on the eve of his departure for Peterborough, where he will become associated with the *Review*. The Kitchener *Telegraph* of Nov. 19th devotes considerable space to a description of the send-off and from the speeches of those present, including members of the Masonic and Oddfellows' Lodges, city aldermen and clergymen, one must conclude that Billy has lost none of the art of making and holding friends who will wish him the best of luck in whatever venture he undertakes.

Benjamin McKenna, who died at the home of his sister at 62 McRoberts Avenue, Toronto, after three weeks' illness, was a member of the mailing staff of The *Mail and Empire* and one of the oldest newspaper mailers in the city. Ben McKenna, as he was popularly known, was the first foreman in the mailing room of the *Daily News* when that publication was issued from the Mail Building over 38 years ago, and he remained with that publication until two years ago, when he joined the mailing staff of The *Mail and Empire*. For many years he was president of the Mailers' Union, and was highly respected by his fellow-members because of his profound knowledge of his business, and by everyone who came in contact with him by reason of his sunny nature. The late Mr. McKenna, who was in his 60th year, was unmarried, and is survived by two sisters and three brothers.

One of the oldest and best known travellers in the paper business has passed away, P. Thomas Perrott, of Paris, in his seventy-third year. He was born in Gloucester, England, and came to Canada in 1872. He represented the paper firm of Barber & Ellis Company on the eastern route for years. He later represented the Barber & Ellis Company from coast to coast. In 1892 he severed his connection with that firm and was the North American representative for Samuel Jones & Company, paper manufacturers, of London, England. This position Mr. Perrott ably filled for some nineteen years, but for about nine years had practically been confined to his home and bed with acute rheumatism. He was a fine type of English gentleman and was highly esteemed by all who knew him. He was a Conservative and an Anglican. Besides his wife, two sons survive.

Wm. Findlay of the staff of the *Journal* newspaper in Ottawa has been appointed advertising manager of the Toronto *Globe* and will take over his duties about January 15. He is one of the outstanding figures on the business side of newspaper making in Canada. Mr. Findlay was for a number of years vice-president and manager of the Ottawa *Free Press*.. Upon the amalgamation of that paper with the Evening *Journal* and the establishment of the Morning *Journal-Press*, he joined the *Journal* newspapers to supervise the organization of their business department. Mr. Findlay has disposed of his Ottawa newspaper interests to his partner in the Ottawa *Free Press*, Norman Smith, now vice-president of the Ottawa *Journal*. He will be succeeded as business manager of the *Journal* by Lieut.-Col. R. F. Parkinson, D.S.O., now in charge of the Canadian War Records Office in London, who is expected shortly to return to civil life. Mr. Findlay has been connected in an intimate and active manner with the business life of Ottawa. For several years he has represented Central Ward in the City Council and has been a member of the Council of the Ottawa Board of Trade. He is first vice-president of St. Andrew's Society, and has held many offices in newspaper and advertising associations in Canada and the United States. In coming back to Toronto Mr. Findlay returns to the city where his business career began. He was circulation manager of the Toronto *News* before he went to Ottawa in 1905. Mr. Findlay was born in Bracebridge, and his first newspaper experience was as a lad in the office of the Barrie *Examiner*.

Quebec

J. Monier, a well known French-Canadian journalist, dropped dead in Montreal. He was employed on *Le Canada*, and had just handed in an editorial for Monday's paper when he collapsed. Mr. Monier was 70 years of age.

Hon. Frank Carrel, president of the Quebec Telegraph Printing Company, recently loaned all his war curios which he brought from France to the Paquet Company, the largest departmental store in the city, for the purpose of window display.

One of the oldest printers in Montreal has passed away in the person of Thomas Alty, at the advanced age of 76. He was born in Montreal June 24, 1842, and had secured employment in the old *Transcript* in the early sixties. Later he became foreman of the *Post*, foreman of the *True Witness* and later terminated his career on the *Gazette* staff. He was actively on duty until a few days ago. Mr. Alty was the oldest member of the Montreal Typographical Union, No. 176. He is survived by his widow, two daughters, Mrs. W. Clough and Mrs. J. D. Altimas, and one son, William, who enlisted with the C. E. F., shortly after the outbreak of the war.

Maritime

The Dartmouth *Patriot* has installed an Intertype.

Binders are busy, due to a large extent to labor shortage.

Horace Goodwin has left the St. John *Standard's* reporting staff.

E. J. Chambers has joined the reporting staff of the St. John *Globe*.

Frederick Glasby, news editor of the St. John *Standard*, has resigned.

Mr. Hewitt, of Miller & Richard, is now in the Maritime Provinces.

C. J. Cragg & Co., Bridgewater, have installed some new machinery.

The Printers' Supplies, Ltd., are installing a new plant for the *Union Advocate*.

R. A. N. Jarvis, manager *Union Advocate*, Newcastle, N.B., was a visitor in town.

C. H. Barnes, late of the Royal Print and Litho, is representing Rolph & Clarke, lithographers.

Printing trade is fair, enough compositors to fill present requirements, but feeders and boys are scarce.

Frank Sears of the Toronto Type Foundry has been in the Maritime Provinces and reports business very satisfactory.

The Royal Print & Litho, Halifax, intend adding about $20,000 of new machinery to their plant, including an offset press.

Ronald Blakney, a linotype operator with the Moncton *Times* before he enlisted, has been reported killed in action in France.

John Millar, foreman of the composing room of the Fredericton *Mail*, was married recently to Miss Gladys Cliffe Gilmore of Fredericton.

Henry Lee, employed with Roger Hunter, Ltd., printers, St. John, before enlisting, was reported recently seriously wounded in the head and back.

Alfred McGinley, formerly editor of the St. John *Standard*, has severed his connection with that paper and now is on the staff of the Ottawa *Journal-Press*.

The premises occupied by the *Sentinel* in Woodstock, N.B., were damaged recently in a fire which destroyed most of the block in which they are situated.

A. Victor Thompson, employed with J. & A. McMillan, printers and publishers, St. John, before he enlisted, has been reported suffering from gunshot wounds in the neck and arm.

Herbert P. Goodspeed, with the St. John *Globe* until he went overseas and who had been recommended for the D. C. M. and awarded the Croix De Guerre, was wounded recently.

George E. Robideaux, who had been engaged in the printing business with his brother Paul in Shediac, N.B., since he graduated from St. Joseph's University, died recently.

Lloyd S. Mumford, formerly with newspapers in St. John and Sydney, and for the last six years a compositor with the Halifax Evening *Mail*, died recently aged twenty-nine years.

Sir T. B. McGrath, K.B.E., managing director and editor of the Evening *Herald*, St. John's, Newfoundland, recently addressed the St. John Canadian Club on Newfoundland's part in the war.

Captain J. Douglas Black, news editor of the Fredericton *Gleaner*, who went overseas as quartermaster with the McLean Kilties, has cabled that he is on his way home from England.

Andrew W. Robb, secretary-treasurer of the *Herald* Publishing Co., Ltd., Halifax, was married recently to Miss Minnie Patterson of Hortonville, N.S., who had been a member of the *Herald* office staff for several years.

Lieutenant Kenneth Creighton, news editor of the Winnipeg *Telegram* before going overseas, was wounded recently for the second time, according to an official report received in St. John by his father.

Lieut. Francis X. Jennings, of the news staff of the St. John *Times-Star*, who enlisted in 1914 and afterwards won his commission, writes that he is looking forward to getting back to his old desk before long.

DeWitt Talmage Duffy, formerly of Moncton and who was employed in the composing room of the Boston *Post* when he enlisted with the McLean Kilties for service with the C. E. F., has died of wounds received in action in France.

Charles L. Armstrong, who began his career as a reporter on a St. John newspaper, and who afterwards was with Boston and New York papers, has returned from the front and has become associated with the advertising agency of Mallory, Mitchell & Faust in Chicago.

O. L. Barbour, assistant editor of the St. John *Telegraph*, has the sincere sympathy of a wide circle of newspaper friends in the loss of his wife, who died of pneumonia recently. Mr. Barbour, who was seriously ill with influenza at the same time, has recovered.

All the Yarmouth papers have advanced the subscription price 50 cents per year beginning Dec. 1st. Many subscribers have been expecting this for some time, and consequently are not taken by surprise, but cheerfully renew their subscriptions without a murmur. No other changes have occurred since our last.

Shortly before the end of the fighting, W. C. Jordan, office manager of the St. John *Globe*, was notified that his son, J. Coleman Jordan, had been officially reported as missing. As there has been no further word of the young man it is feared that he was killed.

The St. John *Standard*, through its editorial columns, has been protesting against the policy of the Government in urging paper conservation upon the newspapers while permitting the various departments to waste such quantities of white paper in sending out literature of various kinds.

The Moncton, N.B., dailies, which have been heating their linotypes and machines by natural gas, are compelled to make a change. The Daily *Transcript* first installed electric heaters because of the threatened unevenness of the gas supply, with the Daily *Times* following suit.

Douglas Fritz and William Drake, formerly of the St. John *Telegraph* reporting staff, and Laurence Manning of the St. John *Times-Star*, who had completed their training for the Air Force and were awaiting an opportunity to proceed overseas when the armistice was signed, have been released from military service on provisional discharges.

Miss Kathleen Mooney, for several years proofreader with the St. John *Globe*, died recently as a result of burns. The young lady's clothing caught fire from an overturned oil stove in her home and by the time that she had saved her paralytic father from the danger to which he was exposed, she was so seriously burned that her recovery was impossible and she died a few days later.

R. W. Gould, of the writing staff of the St. John *Telegraph*, has accepted a post with the Montreal *Star*. Since coming to St. John from the New Glasgow Evening *News*, of which he had been editor, Mr. Gould had made many friends and won a reputation as a thorough newspaper man. While in St. John he established the *Business Review*, a monthly journal devoted to retail interests in general in the Maritime Provinces. This magazine will be carried on by S. K. Smith.

The wedding of Captain Edgar March, formerly city editor of the St. John *Standard* and now in charge of the guard at the wireless station in Newcastle, after several years' service overseas, was married recently to Miss Marie Desbarres, daughter of Professor and Mrs. F. W. Desbarres of Sackville, N.B. Only a short time ago Captain March had received a medal awarded to him for saving the life of Miss Desbarres and another young lady who were in danger of drowning, before he went overseas. The incident led to the romance which reached its climax in the wedding.

Newspapers and the printing business generally throughout the Maritime Provinces suffered with other interests during the recent influenza epidemic. In one St. John office the composing room staff was so disorganized at one time that it was necessary to send much of the copy out to a job printing office to have it set. In another office, publishing morning and evening editions, two-thirds of the editorial and news staffs were laid up at the same time, leaving the survivors to get out both papers, with all the extra editions necessitated by the ending of the war. The epidemic had the effect of putting an end to the campaign which was being carried on by E. Roy Sales, of Port Elgin, Ont., a director of the Canadian Press Association, who was engaged in completing the organization of the Association among the smaller communities in the Maritime Provinces.

Throughout the Maritime Provinces Captain Clair Churchill is mourned in newspaper circles since news was received that he had been killed in action in France. Beginning his newspaper career with the Halifax *Herald*, he afterwards joined the staff of the St. John *Telegraph* and when the war broke out was engaged in journalistic work in Port Arthur, Ont. He joined the 52nd Battalion as lieutenant and had seen three years' service at the front, his death coming shortly before the cessation of hostilities. A twin brother, Major Earle Churchill, who went over with the first contingent, is still in France.

George Kimball, stereotyper with the St. John *Standard*, met a tragic fate recently. During a fit of depression he cut his throat, but prompt surgical attention saved his life at the time and he was discharged from the hospital several weeks later. When he called at the police station to recover some articles which had been retained by the police he was placed under arrest on the charge of attempting to take his own life. As he still was in need of surgical attention he asked that a doctor be secured, but the request was neglected until the next day, when his condition had become so serious that he was sent back to the hospital, dying on the way. A coroner's jury found that his death was due to heart disease.

Newfoundland

The Freshwater *Record* has changed its motto from "I serve" to "Your servant." It is published monthly in the interests of the Methodist Church in that vicinity.

Rt. Hon. Dr. W. F. Lloyd, formerly editor St. John's *Telegram*, and now Premier of Newfoundland, went to England by steamer the middle of November to attend the Peace Conference.

The St.John's *Herald* has the distinction of having the greatest number of representatives of any one newspaper office in the Royal Newfoundland Regiment. It displays eighteen service flags in its windows.

J. D. S. Barrett, who came from Western Canada a few months ago in company with his wife and child, owing to the severe illness of Mrs. Barrett, is again on his way west. Mr. Barrett will spend a few days in Toronto, and will then proceed to Saskatchewan to take up the duties of editor of a weekly newspaper.

The action of the Daily Star Publishing Co. of St. John's for $10,000.00, against the St. John's *Fisherman's Advocate*, was heard in the Supreme Court of Newfoundland on 8th November before a special jury, which brought in a verdict of $100 in favor of the plaintiffs.

The loss of the S S.. Cascapedia on the 19th November, while on the way to St. John's from Boston and Halifax, was a heavy blow to the printing business of Newfoundland because of the large quantity of paper and other material on board for the Christmas printing trade.

During the recent influenza epidemic at St. John's, Dr. Alex. Campbell, one of the principal owners of the Curling *Western Star*, showed remarkable physical ability and vitality. Though suffering from the malady himself he never once gave up, and besides attending to his duties as medical officer for the port of St. John's, he attended patients at the Fever Hospital while himself with a temperature of 105 degrees.

REBUILT MACHINERY
GUARANTEED

Our October advertisement of Rebuilt Machinery brought good results. Many machines were purchased and already great satisfaction expressed by the purchasers. In the following list you have a good selection of platen presses. Get ready for the coming year. These machines are practically as good as new.

10 x 15 Colts-Armory
10 x 15 C. & P. Gordon
10 x 15 Falcon
10 x 15 Gordon, with throw-off and treadle
15 x 21 Art Golding
14 x 22 Galley-Universal
8 x 12 Challenge Gordon
13 x 19 O.S. Gordon with C. & P. throw-off

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON
Manager

60 Front Street West
TORONTO

Opposite
New Union Depot

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART
PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal, 'Phone Main 1892.

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Reliable
Tinned Stitching Wire

You will eliminate trouble on your stitching machines and ensure satisfactory work by using this Canadian-made product.

Sold by Leading Jobbers.

THE STEEL COMPANY OF CANADA
LIMITED

Sales Offices: Hamilton, Toronto, Montreal, Winnipeg, Vancouver, St. John

Agency Notes

The Ontario Wind Engine and Pump Co. are launching an advertising campaign in Canadian farm papers through the Baker Advertising Agency, Toronto.

The Baker Agency is preparing copy for Gideon Miller & Co., advertising their Chatelet Campaign. For the present this advertising will be limited to Toronto.

Goodyear Belting is about to make its debut in the Canadian Trade Paper field. The Goodyear account is handled by the Baker Advertising Agency.

H. D. Cantlon has severed his connection with the Baker Advertising Agency to accept a position on the copy writing staff of the London office of the McConnell-Fergusson Agency. Mr. Cantlon is recognized as one of the foremost copywriters in the advertising agency field.

E. H. H. Smith and J. A. Carson have joined the copywriting staff of the Baker Advertising Agency. Mr. Smith just recently returned from the front.

"Emulsified Milk" is the latest product introduced to combat the milk shortage, a shortage which is very acute in some parts of Canada, principally Winnipeg, where the demand greatly exceeds the supply. The advertising campaign for this new brand of milk will be conducted by the R. C. Smith Agency, Toronto, and copy is now under preparation for insertion in the Winnipeg papers.

Canadian Milk Products, Limited, Toronto, Winnipeg and Montreal, are introducing Emulsified Milk in Canada and selling the equipment for its manufacture. Every dairy in Canada is expected to install the equipment and many of the principal dairies in the big cities have conducted practical tests and decided to make Emulsified Milk without delay.

Emulsified Milk is milk made by mixing pure butter fat, pure solids of milk, and pure water. The only equipment that will produce this milk to meet the highest standards for quality is composed of a special glass-lined or enamelled tank made by Canadian Milk Products Limited, a machine called an Emulsor made by the De Laval Company, Peterboro', Ontario, and a suitable cooler, which will immediately cool to the proper temperature the milk that is produced in the above equipment. This process of mixing the pure ingredients of milk and emulsifying them and cooling them produces a liquid milk that has the characteristic of Fresh Liquid Milk.

If the best milk solids in the form of separated milk powder and pure unsalted butter are used, the resulting liquid milk that is produced will be cleaner, purer, and therefore more wholesome, than most of the ordinary milk that is produced.

The Canadian Milk Products Limited this year have carried on demonstrations in Canada expressly for various of the leading Dominion Provincial and Municipal Health and Dairy Authorities.

HANSEN'S NEW 168-PAGE
Type Catalogue

Announcing the issue of a new miniature catalogue of one hundred and sixty-eight pages.

To eliminate waste and to get all possible of this issue in the hands of those who will use and preserve this book, one will be sent on receipt of request and remittance of 75c.

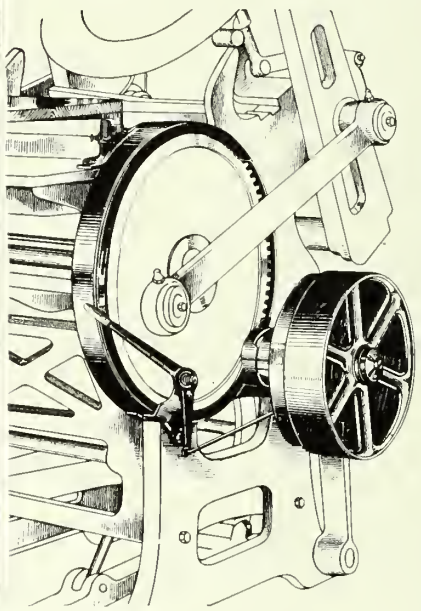
Credit will be given on the first order for goods of our manufacture to the amount of $5.00 net.

Catalogues will be sent to our regular mailing list without charge at an early date.

The H. C. Hansen Type Foundry
Established 1872
190 Congress St., Boston, Mass. 535-537 Pearl St., New York, N.Y.

THE BETTER PRINTER

has an air of individuality about his plant. His equipment is both labor and time saving.



The Horton Variable Speed Pulley

has invariably shown him the way to double his plant capacity, increase profits, protect workers.

The Better Printer

has long used

The Horton

Follow his footsteps. Write for descriptive folders.

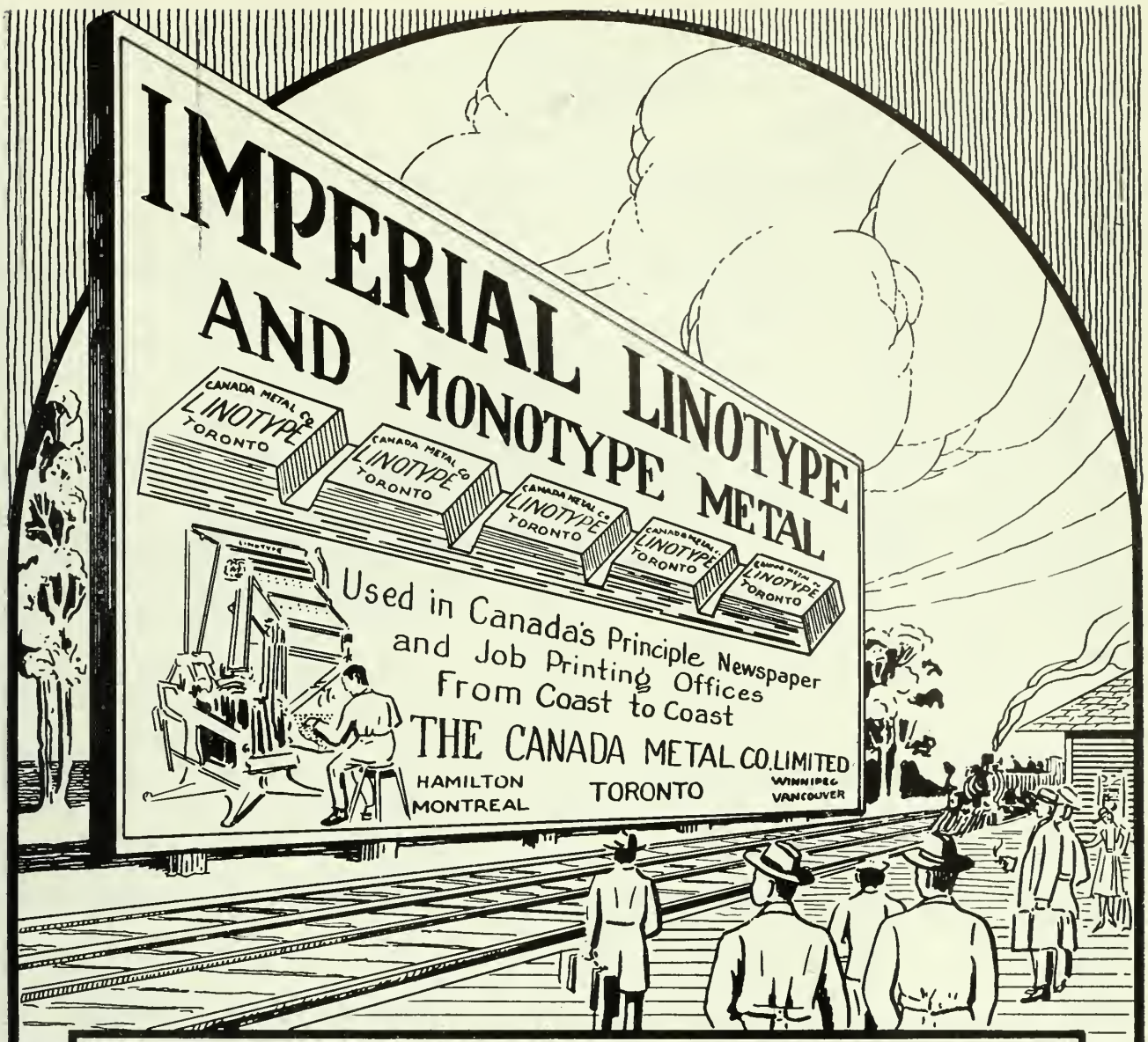
HORTON MANUFACTURING CO.
Minneapolis, Minn., U.S.A.

For Sale by: Toronto Type Foundry Co., Toronto, Montreal; and American Type Founders Co., Winnipeg

Hamilton Papers Fined $100

Judgment for $100 against the Hamilton *Spectator*, the Hamilton *Herald* and the Hamilton *Times*, respectively, was secured by F. F. Pohlman, advertising writer, in his libel action tried in the Supreme Court before Sir Glenholme Falconbridge. The case was one in which F. F. Pohlman, formerly of London, alleged damaging statements made in these papers, on April 26. C. W. Bell acted for the *Spectator;* S. F. Washington for the *Times;* Cahill & Soule for the *Herald.* J. W. McCarthy was counsel for the newspapers and W. C. Phelan appeared for the plaintiff. Mr. Pohlman swore he was an American citizen and that both his parents were born Americans. He denied that he had ever been pro-German in sympathy and declared that instead he had been intensely pro-Ally. He contributed a great deal to the advertising of the patriotic and loan campaigns, and denounced Hun interests in a manner that showed very plainly his experience. He had been engaged as a writer of advertising copy for 16 years, two years of which he had spent in Canada in the employ of a London firm. He left them at the first of the year to go to the Hamilton Advertising Agency, March 23rd, the salary being $60 per week. He related events which transpired on and following the 25th of April when he was arrested in Hamilton by a Hamilton detective, on a charge of forgery, for which he stood trial in London, being acquitted. He admitted, however, that he had pleaded guilty of forgery at the preliminary hearing. The alleged libelous articles and apologies were read.

There's not a great deal of difference between appendicitis and a pain in the stomach. In case of operations, though, there's a difference of about $150.



Imperial Linotype Metal is Supreme

When an inferior quality of metal gets into the linotype pot the machine turns out a bad slug—a slug that won't print properly. Often the machine is tied up with the result that the operators lose valuable time, can't turn out his string of type, and consequently the mails are missed. Eliminate all chance of metal troubles by using

IMPERIAL LINOTYPE or IMPERIAL MONOTYPE

You can depend upon getting dependable service. Used in 90 per cent. of Canada's printing and publishing houses and never fails to give entire satisfaction. If you are one of the few who have not tested the supremacy of our type metals, specify *Imperial Linotype* or *Imperial Monotype* metal in your next order.

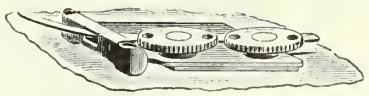
IMPERIAL LINOTYPE and IMPERIAL MONOTYPE gives a clear, blackface letter. Specify IMPERIAL in your next order for Linotype metal.

THE CANADA METAL COMPANY, LIMITED

HAMILTON MONTREAL **TORONTO** WINNIPEG VANCOUVER

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Electrotyping and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. of Canada
MONTREAL TORONTO LONDON WINDSOR

Steel Die Engraving and Embossing
Copper Plate Engraving and Printing
Letterheads, Wedding Announcements and Calling Cards
WILSON ENGRAVING CO., WINNIPEG

ENVELOPE AND TAG
MANILAS
Twine and All Grades of Wrapping Paper
Quality Lines *Quick Delivery*
How Can We Serve You?
THE WEATHERHEAD PAPER CO.
LIMITED
Phone Adel. 1392 62 John St., TORONTO

Electrotyping and Stereotyping
Quick and Efficient Service
Toronto Electrotype & Stereotype Company, Limited
122 Adelaide Street West, Toronto
L. D. 'Phone Adelaide 1638 R. C. ELDER, Manager.

Exclusively—
Cutting Machines
OSWEGO
OSWEGO MACHINE WORKS
OSWEGO, N. Y. *Write*

The Financial Post
This is a business man's paper. It is of interest to every man who has money invested either in his own business or in bonds and securities of various kinds. It is published weekly, and the news is given in very readable form.

Wholesale and retail merchants find it valuable because they are interested in market tendencies and market factors, not only as applied to their business, but also as applying to business in general. They need to know conditions local and remote. They need information to enable them to buy right and sell safely.

And the knowledge they need they can have for the insignificant sum of $3 annually.

THE FINANCIAL POST OF CANADA,
143-153 University Ave., Toronto.

Please enter me as a regular subscriber, commencing at once. If I am satisfied with the paper, I will remit $3 to pay for my subscription on receipt of bill.

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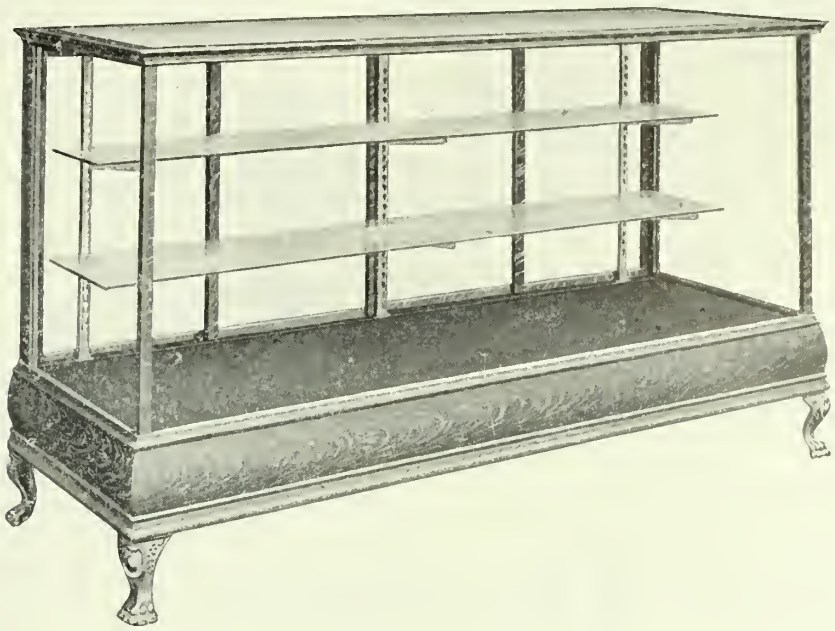
P & P

The Men Who Buy
Printing Machinery and
Publishers' Supplies
Know Your Line

If it is Advertised in

Printer and Publisher



Let us make your furniture half-tones by our new process——

No thin spindles.
No broken, raggy edges.
No loss of detail

Half-tones made by our new process are clean, sharp and deep. We maintain a large art department for retouching photos and designing covers.

WRITE FOR QUOTATIONS BEFORE PLACING
YOUR NEXT ORDER.

Photo Engravers Limited

Associated with the Electrotypers Limited

70 Bond Street, Toronto, Canada

PRINTERS'
ROLLERS

Quality Brand

We extend to our loyal friends an appreciative wish for a Merry Christmas and a Prosperous New Year

SINCLAIR & VALENTINE CO.
OF CANADA, LIMITED
233 RICHMOND ST. W.
TORONTO :-: ONTARIO

Mono-Lino
Typesetting Company
LIMITED

Plain and intricate type composition and make-up for the trade. Catalogues our specialty. Work accepted from all points in Canada. Quotations gladly given.

160 Richmond St. W., Toronto
Phone Adelaide 756

If we make your envelopes you will hand your customer this "Guarantee" with each box. Then watch your envelope business grow.

GUMMING GUARANTEED

SEAL YOUR ENVELOPES WITH MOISTURE
THE TOO GENEROUS USE OF WATER
PREVENTS SEALING

Return this slip with samples if everything is not O.K.

All printers agree that their envelope troubles are two: 1st, "Gumming"; 2nd, "Service." We guarantee both.

TORONTO ENVELOPE CO., Limited
119 Adelaide St. West ∴ ∴ TORONTO
Manufacturers to the Printing TRADE ONLY

High-Class Printing
and
World Blotting

GIVE World Blotting a first trial and see what it can do in giving that touch of distinction to your high-class printing.

We claim and are supported by our many customers that there is no better made for successful blotter work.

30 years' successful experience is behind our product. Let us send you samples of this and "Hollywood" and "Reliance"—two of our other lines.

The Albemarle Paper Mfg. Co.
RICHMOND, VA., U.S.A.

IMMEDIATE DELIVERY
OF
GOSS
NEWSPAPER PRINTING PRESSES

NEW PRESSES

One 32-page Goss high speed, 4-decker, two-plate wide with top deck combination for three colors or black printing, 22¼ in. column.

REBUILT PRESSES

One 32-page Goss half-tone and color magazine press, for page 10½ in. x 14 in.

One 28-page Goss 3-roll, 3-decker press for black printing, 22¼ in. column.

We also have, thoroughly overhauled and rebuilt:—

One Hoe 40-page press for black printing, 22¼ in. column.

Further Information on Request.

The Goss Printing Press Co.
1535 So. Paulina St. - Chicago, Ill.

Reliance Embossing Powder
Enables You to Produce Finest Embossing Effect On Your Own Job Press

WITHOUT expense you can produce the finest relief effects in Private Greeting Cards, Wedding Invitations, Letterheads, Programmes, etc., on your own job press with Reliance Embossing Powder.

The Powder is all you require to start producing work equal to the finest steel die embossing—and without any plates, dies, or special apparatus.

Suppose you write for a sample and prove it for yourself

RELIANCE INK CO., LIMITED
WINNIPEG
Agents for B.C.: Smith, Davidson & Wright, Vancouver.

Samuel Jones & Co.

PATENT NON-CURLING
GUMMED PAPER

For labels of every description
Lies perfectly flat—No waste

7 Bridewell Place

Cables: Noncurling — LONDON, ENG. — Code: A.B.C. 5th

Employees of the MacLean Publishing Co. Win the Honor Banner

THE employees of The MacLean Publishing Co. subscribed well over their quota in the big, successful Victory Loan campaign.

89% of the 192 employees in Toronto helped along the good work by subscribing for $42,500 of the 1918 Victory Bonds, representing 16% of the annual pay-roll.

As each firm was entitled to an Honor Flag when 75% of the employees took at least 10% of the pay-roll in bonds, it will be seen the MacLean employees went well ahead of the objective set. They were among the early ones to win an Honor Flag.

WE PUBLISH

TRADE PAPERS	TECHNICAL PAPERS	MAGAZINES
Dry Goods Review	Canadian Machinery	MacLean's Magazine
Hardware and Metal	Canadian Foundryman	Farmers' Magazine
Canadian Grocer	Power House	and
Men's Wear Review	Sanitary Engineer	Financial Post
Bookseller and Stationer	Marine Engineering	

MacLean Publishing Company, Limited

Winnipeg Toronto Montreal

Two Facts About Our LUSTER BLACK INK

The best ink made to-day for Halftone Printing

and

The Black that is **Always the Same**

Shackell, Edwards & Co.
Limited
127 Peter St., Toronto, Ont.

THE INLAND PRINTER

The Leading Journal of the World in the Printing and Allied Trades.

Every issue contains practical and helpful articles and specimens that can be used by the employer and his helpers—from apprentice to superintendent—for the betterment of their daily work.

Eacb month you can count on valuable contributions by experts in tbe following lines—

A STORY—Interesting and often humorous with a moral.
EDITORIALS—Valuable and lively on timely subjects.
CORRESPONDENCE—Questions answered and troubles in general solved.
COLLECTANEA TYPOGRAPHICA—Sbort comments on the literary and bistorical sides of printing.
PROOFROOM—Questions pertaining to proofreading discussed.
BOOK REVIEW—A digest of the latest and best works.
JOB COMPOSITION—In this department problems of job composition are solved and numerous illustrations are shown in colors.
SPECIMENS—Under this bead booklets, circulars and other specimens of printing are briefly reviewed aud illustrated.
THE PRINTER'S PUBLICITY—A review and constructive criticism of printers' advertising.
COST AND METHOD—Especially valuable to tbe employer.
PROCESS ENGRAVING—Queries regarding process engraving are answered and suggestions and experiments exploited.
PRESSROOM—The art of presswork discussed in detail.
NEWSPAPER WORK—Detailed description and helpful hints on all phases of this subject are given for the aid of publishers.
MACHINE COMPOSITION—The linotype machine and its product are discussed for tbe help of the operator and machinist.
TEACHERS' ROUND TABLE—A discussion of the various pbases of teaching printing and of the problems confronting the instructor.
TRADE NOTES—Brief mention of men and events associated with the industry published under this heading.
ADVERTISEMENTS—Tbe advertising section is a directory of representative American manufacturers and supply bouses.
INSERTS—Four to eigbt pages in colors each month.

Published monthly. Subscription price, $3.00 per year; $3.50 in Canada; $3.85 foreign.

THE INLAND PRINTER, 632 SHERMAN STREET CHICAGO, ILL., U.S.A.

SERVICE!

You often require engravings in quick time. Send them to us. We make plates of all kinds for many of Canada's leading firms, firms that demand quality work and prompt service. We can assure the small firm the kind of service that has won the confidence of the big firms.

Orders received by mail get the same careful attention as orders brought personally to our office.

Reliance Engraving Company
143 University Avenue, Toronto
Telephone: Adelaide 4094

143 UNIVERSITY AVE.

Buyers' Guide

COLLECTIONS

Newspaper Subscription Accounts Everywhere

Turn over to us your past due subscription accounts—let us turn them into cash for you.

No Collection—No Charge. Prompt Returns
REULT

The Canadian Mercantile Agency
Ottawa, Ontario

YOU can get in touch with at least 80 of the progressive printers and publishers of Canada—and many of their employes—by inserting a want ad in the classified advertisement section of PRINTER AND PUBLISHER.

The rate per insertion is 2c a word; 5c additional if box number is desired. The several departments are:

Machinery for Sale
Machinery Wanted
Business Chances
Situations Vacant
Situations Wanted

BALERS, WASTE PAPER

Golding Mfg. Co., Franklin, Mass.
Logan, H. J., 114 Adelaide St. West, Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.

BLOTTING PAPER

Albemarle Paper Co., Richmond, Va.
Standard Paper Mfg. Company, Richmond, Va., U.S.A.

BOOKBINDERS' LEATHER

Nickerson Bros., 99-101 Worship St., London, E.C., England.

BOOKBINDERS' MACHINERY

Logan, H. J., 114 Adelaide St. W., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Stewart, Geo. M., 92 McGill St., Montreal, Que.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

BOOKBINDERS' SUPPLIES

Brown Bros., Simcoe and Pearl Sts., Toronto.

BOOKBINDERS' WIRE

The Steel Co. of Canada, Hamilton.

COLLECTION AGENCIES

Canadian Mercantile Agency, 46 Elgin St., Ottawa.
Publishers' Protective Association, Goodyear Bldg., 154 Simcoe St., Toronto.

COUNTING MACHINES

Stephenson, Blake & Co., 60 Front St. W., Toronto.

CROSS CONTINUOUS FEEDER

Morrison. J. L., Co., 445 King St. W., Toronto.

CUTTING MACHINES

Golding Mfg. Co., Franklin, Mass.
Morrison, J. L., Co., 445 King St. W., Toronto.
Oswego Machine Works, Oswego, N.Y.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ELECTROTYPING AND STEREOTYPING

Rapid Electrotype Co. of Canada, 229 Richmond St. W., Toronto.
Toronto Electrotype & Stereotype Co., 111 Adelaide St. W., Toronto.

EMBOSSING PRESSES

Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

ENVELOPE MANUFACTURERS

National Paper Goods Co., Ltd., 144 Queen St. N., Hamilton, Ont.
Toronto Envelope Co., Toronto.

FEATURES FOR NEWSPAPERS

International Syndicate, Baltimore, Md.

GUMMED PAPER MAKERS

Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverley Park, New Jersey.

HAND PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.

INKS

Reliance Ink Co., Winnipeg, Man.

JOB PRINTING PRESSES

Golding Mfg. Co., Franklin, Mass.

JOB PRESS GAUGES

Golding Mfg. Co., Franklin, Mass.
Megill, Ed., 60 Duane St., New York City.

LAMPS, LACO NITRO

Can. Laco-Phillips Co., Toronto, Ont.

LITHOGRAPHERS

Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES

Rev. Robert Dick Estate, 137 W. Tupper St., Buffalo, N.Y.

METAL FOR TYPESETTING MACHINES

Canada Metal Co., Fraser Ave., Toronto.
Hoyt Metal Co., 356 Eastern Ave., Toronto.

Put Yourself on our long list of Satisfied Customers

E. PULLAN

Paper Stock
TORONTO

ROLLERS We give prompt delivery, lowest prices and complete satisfaction.

Order your rollers in time to give them opportunity to season.

Winnipeg Printers' Roller Works
175 McDermot Ave. :: Winnipeg

UNIVERSALLY COMMENDED
By Apprentices and Journeymen

PRINTING
For School and Shop
By Frank S. Henry

xiii+318 Pages. 5¼ by 7½.
153 Figures. Cloth, $1.25 net.

Renouf Publishing Company
Dept. H.
25 McGill College Ave., Montreal, Que.

The right kind of SLUGS?

The right sort of Slugs are made from Hoyt's Faultless Linotype Metal. Ask us to supply you.

HOYT METAL COMPANY
Eastern Ave. and Lewis Street, Toronto.
LONDON NEW YORK ST. LOUIS
Largest manufacturers of mixed metals in the world.

Buyers' Guide

TICONDEROGA PULP AND PAPER CO.
Machine Finish, English Finish and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y.
Sales Department
Rooms 934-936, 200 Fifth Avenue, New York

J. R. Walker & Co., Ltd.
35 Common St. - Montreal
Manufacturers of FELT PAPER and FIBRE BOARD
Also purchasers of all kinds of Waste Paper.

GILT EDGE AND BORDERED CARDS
Gold, Silver, and Colored Borders, Bevelled and Deckle Edged Cards for every kind of work. Gilding, Bevelling and Bordering to the trade.
Send for Price List
JOHN BRADFORD
Card Manufacturer
70 LOMBARD STREET TORONTO

A Guaranteed GLYCERINE-Made
Flexible Glue
SEND FOR YOUR SAMPLE AT ONCE
BAYARD & CO., Inc.
29 BROADWAY NEW YORK CITY

WHILE-U-WAIT

RUBBER STAMP-MAKING OUTFITS
Require only eight minutes to make rubber stamps. Will also make Hard Rubber Stereotypes for printing. A few dollars buys complete outfit.
Send for catalog
The Barton Mfg. Co.
83 Duane Street · New York, N.Y.

NUMBERING MACHINES

Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, N.Y.

PAPER MANUFACTURERS AND DEALERS

Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson & Co., John, 25 Melinda St., Toronto.
Halls Paper Co., Ltd., Fred H., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Provincial Paper Mills Co., Telephone Building, Toronto.
Rolland Paper Co., Montreal, Que.
Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York.
United Paper Mills, Ltd., Toronto.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS

Photo Engravers, Limited, Toronto.
Reliance Engraving Co., Toronto, Ont.

PRINTING INK MANUFACTURERS

Ault & Wiborg Co. of Canada, Ltd., Toronto, Ont.
Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128 Pears Ave., Toronto.
Manton Bros., Toronto, Ont.
Reliance Ink Co., Winnipeg, Man.
Sinclair & Valentine, 233 Richmond St. West, Toronto.
Shackell, Edwards & Co., Ltd., 127 Peter Street, Toronto.

PRINTERS' FURNITURE

The Hamilton Manufacturing Co., Two Rivers, Wisconsin.

PRINTING PRESSES

Babcock Printing Press Co., New London, Conn.
Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., R., 504-520 Grand St., New York.

PRINTING PRESS MOTORS

Kimble Electric Co., 635N Western Avenue, Chicago, Ill.
Manton Bros., Toronto, Ont.

PRINTERS' ROLLERS

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
Manton Bros., Toronto, Ont.
Winnipeg Printers' Roller Works, 175 McDermot Ave., Winnipeg.

PROOF PRESSES

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